
ORIGINAL FACTORY SHOP ANNOUNCES RECORD SALES

Local low price department store, The Original Factory Shop, continues to change the face of retail on Britain's high streets after announcing record sales for the festive period, which saw a year on year sales increase of 48.3% and profit increase of 60% for the 4 weeks ending 27th December, like for like sales increased by 16.0% for the same period, L4L sales for the quarter were up 7.7%.

"We gave customers exactly what they wanted this Christmas by making their money go further and giving them access to luxuries at affordable prices, even in these testing times," comments Angela Spindler, CEO of The Original Factory Shop. "Our quest to deliver outstanding value continues into the New Year, we will be holding the prices of current stock and not passing on the VAT increase to our customers."

"One of our big successes in 2009 was the acquisition of 23 Woolworths sites, with many of their small town stores being a perfect fit for The Original Factory Shop's own business model," Spindler continues.

Currently there are 130 Original Factory Shop stores and the potential for a further 400 in the coming years with locations already identified. In 2010 the company plans an ambitious opening programme of 30 new stores, focusing mainly on small market towns and domestic tourist destinations.

Spindler again: "Our stores bring vibrancy and extra footfall whenever they open, benefiting other local retailers. They play a unique role within a small town, providing communities with the opportunity to shop locally whilst also creating local and accessible jobs.

"No other UK retailer fits this model. We are local, competition is limited and we are almost always the major non-food retailer in the immediate locality."

The Original Factory Shop's sales strategy is a mix of well-known brands at heavily discounted prices, together with an extensive range of 'cut label' and own-brand products.

Shoppers can expect to see household name brands such as Adidas, Ben Sherman, Morphy Richards, Silentnight, L'Oreal, Elizabeth Arden and Roc, all at stunning prices. Stores offer a wide range of men's, ladies' and children's fashions, as well as homewares, electricals and toiletries, including a large selection of branded goods, a value product mix that proved very popular for Christmas shoppers.

The company is committed to bringing people back to local shopping, revitalising the small town high street in an era when many other big businesses are moving to out-of-town shopping centres. It has a strong community-based philosophy seen as central to The Original Factory Shop's success to date.

"Our aim is to be an integral and active member of the community, supporting local people in as many ways as we can for example I'm so excited about our Make a Difference

initiative launched at the beginning of December. This involves each of our stores working with a good cause for 12 months to raise funds for a local project , some stores have already raised over £1000 for their good cause" concludes Spindler.

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For more information, visit www.theoriginalfactoryshop.co.uk or contact Nancy Jones at Biss Lancaster PR on 0161-236 2277. Email: nancy.jones@bisslancaster.com

Notes to editors

The Original Factory Shop was established in 1969 as part of Peter Black's selling M&S seconds.

In December 2007, Duke Street backed the £69m secondary management buy-out of the company. David Williams a Duke Street operating partner became chairman; David is a former CEO of Threshers and has held senior Executive roles with Whitbread, PepsiCo and Diageo, he is currently Chairman of SandpiperCI Ltd the leading retailer in the Channel Islands.

In January 2009, Angela Spindler joined as CEO; Angela's previous role was Managing Director at Debenhams. Before this she spent 10 years at ASDA where she held a number of key board level trading roles and was the Executive Managing Director of the successful George brand. Angela's

early career was with Pedigree Pet foods and Cadbury Sc

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