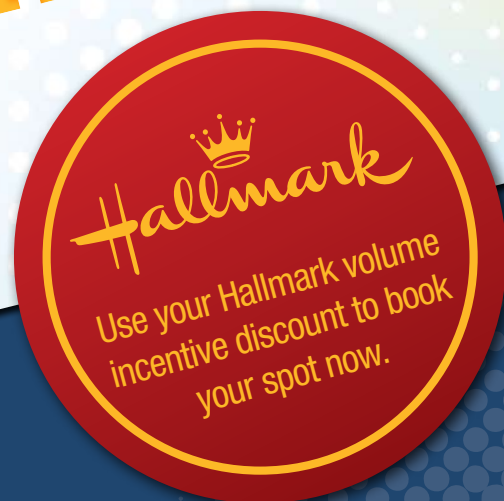


LONDON 2012 Retail Study Tour NEW YORK LAS VEGAS

*Roses are red,
Violets are blue,
Here's a Study Tour,
Designed just for you.*

OPEN TO ALL NEWSAGENTS



LONDON NEW YORK SYDNEY SHANGHAI LAS VEGAS HONG KONG NOT LAS VEGAS

2012 Retail Study Tour

JOIN LIKE MINDED NEWSAGENTS from Australia and New Zealand on an exclusive study tour to the UK and USA designed to provide access to:

- Active participation in the Hallmark Gold Crown Retail Summit in Las Vegas with other leading independent retailers from North America and the UK
- Strategic retail insights with direct relevance to the Australian news agency retail entity
- Product insights which connect with newsXpress goals across the greeting card, gift, stationery and magazine categories of your business
- A perspective of international retail trends to help focus on what the future may hold for your channel
- Understand the directions and success factors in independent retail stores in the United Kingdom and United States market places
- Be exposed to the changes occurring in both retail presentation and product innovation. Comprehend and appreciate the changes that will be required to succeed in the future

The aim of the study tour is for participants to maximise their return on investment, with knowledge and experiences gained on the trip.

HIGHLIGHTS WILL INCLUDE:

- 5 nights in London; 4 nights in New York; 4 nights in Las Vegas in quality 4 star plus hotels (including the Bellagio in Las Vegas!)
- Breakfast each day
- Interactive retail study tours in London and New York (including New Jersey and Brooklyn) with opportunities to have one on one meetings with retailers to highlight the value and importance of brick and mortar retailing
- Attendance at the Hallmark Gold Crown Retail Summit 2012 in Las Vegas
- Informative Business Sessions
- Welcome Drinks and Happy Hours in London, New York and Las Vegas
- Unique private dinners in London, New York and Las Vegas
- Opportunity to add pre or post tour packages to trip
- Free time and optional activities to pursue own interests
- Fully escorted by Ron Thorpe

PROVISIONAL ITINERARY AT A GLANCE

Friday 8 June 2012 – Depart from Australia or New Zealand to London (via Hong Kong)

Saturday 9 June 2012 – Arrive London in afternoon and transfer to Radisson Edwardian Grafton Hotel (or similar). Welcome to London drinks. Dinner at leisure

Sunday 10 June 2012 – Day at leisure to relax or optional tour to Races or visit some of the new Olympic sites (at own expense). Evening at leisure. Optional West End Show (at own expense)

Monday 11 June 2012 – Full day of interactive retail tours. Happy Hour then evening at leisure. Optional dinner at local restaurant (at own expense)

Tuesday 12 June 2012 – Full day retail tour. Happy Hour then evening at leisure.

Wednesday 13 June 2012 – At leisure. Optional tours available at own expense. Unique dinner at Private Club (Scott's or similar)



Thursday 14 June 2012 – To New York.
Transfer to The Carlton Hotel (or similar).
Welcome to New York drinks

Friday 15 June 2012 – Full day interactive retail tour of New York, including lunch at Katz Deli! Optional dinner or Broadway Show (at own expense)

Saturday 16 June 2012 – Full day interactive retail tours of New Jersey and Brooklyn. Dinner at leisure or optional Baseball game (at own expense & subject to availability)

Sunday 17 June 2012 – At leisure. Optional tours available at own expense. Unique dinner at Métrazeur (or similar)

Monday 18 June 2012 – To Las Vegas. Transfer to the Bellagio Hotel (or similar). Welcome to Las Vegas Happy Hour

Tuesday 19 – Wednesday 20 June 2012

Attend Hallmark Gold Crown Retail Summit 2012

This exclusive event includes segments such as:

- 7 choices for blowing the doors off “Retail as Usual”
- How to create exciting visual merchandising
- Creating the service experience in your store
- The importance of a brand experience
- Optimising your local store marketing
- Loss prevention in a retail business
- Extensive break out and networking sessions

Thursday 21 June 2012 – Attend Hallmark Retail Summit 2012 (half day). Farewell dinner

Friday 22 June 2012 – To Australia/New Zealand (or own arrangements) arriving Sunday 24 June 2012

COSTS

Cost per person from Sydney, sharing a twin/double room and travelling economy class
\$AUD 9,690.00

Cost per person from Sydney in a single room and travelling economy class
\$AUD 11,149.00

For costs from New Zealand or other cities in Australia or other classes of air travel, please contact:

Ros Proposch at ros@zone2f.com

Please note, costs are based on currency exchange as at 6 July 2011 and is subject to fluctuation.

The tour is based on a minimum of 30 persons travelling and is limited to a maximum of 45!

WHAT IS INCLUDED?

- All flights (economy class Round the World) ex Sydney, transfers, accommodation and some meals, as outlined in the itinerary (16 days, 13 nights)
- All presentation materials from UK and USA components
- Full registration at the Hallmark Retail Summit 2012
- Includes farewell dinners in London, New York and Las Vegas
- 4 star plus accommodation in all cities
- Happy hour drinks in London, New York and Las Vegas

Don't forget you can use your Hallmark Volume Incentive discount (subject to approval of Hallmark cards)

LONDON NEW YORK LAS VEGAS

WOULD YOU LIKE TO EXTEND?

You may wish to extend before or after the trip. Below are a few examples of extensions to consider. Contact 212F for an accurate quote of what you require.

*Additional airfares may apply depending on your final itinerary.

GO EARLY

You may decide to leave early. Here are 2 stopover packages staying at popular four and a half star properties

Hong Kong

2 nights in Hong Kong at the Intercontinental Grand Stanford hotel will cost from \$AUD 846 for 2 persons*, staying in a Deluxe City View room including daily breakfast and return airport transfers.

The hotel is located in Tsim Sha Tsui East in Kowloon. It is within walking distance to ferries, MTR Station, shopping and entertainment.

Paris

3 nights in Paris at the Hotel Edouard VII including Continental Breakfast daily will cost from \$AUD 1,748 for 2 persons*.

The Hotel Edouard VII is located on the Avenue de l'Opéra, this is a great location, within walking distance of the Palais-Royal, the Louvre and major department stores.

As a guideline the cost for the Eurostar from Paris to London is from \$AUD 500 for 2 persons travelling economy class to \$AUD 908 standard premium first class.

POST TOUR TRAVEL

San Francisco

3 nights at the four star Villa Florence Hotel in San Francisco, including return airport shuttle transfers, will cost from \$AUD 610 for 2 persons*.

This is a delightful boutique hotel, in a prime location right on Union Square!

Honolulu

4 nights at the four star Waikiki Parc Hotel in an Ocean View room, including return airport shuttle transfers, will cost from \$AUD 1,122 for 2 persons*.

This is a chic boutique hotel located in the heart of Waikiki, steps away from Waikiki Beach.

HOW TO REGISTER:

Please complete the registration form and forward to:

Ron Thorpe
RONGAY Pty Ltd
5 Draper St
Wheelers Hill Victoria 3150

Tel: 0419 323 265
Email: rthorpe@bigpond.net.au

A confirmation will be sent to you on receipt of your deposit.

Plan now to attend Hallmark Gold Crown Retail Summit 2012!

WHY SHOULD the better progressive newsagents participate?

- Hallmark Gold Crown retailers are the elite in their field
- Opportunity to network with other leading retailers
- High quality and knowledgeable speakers
- Excellent venue and agenda
- Hosted by Hallmark Cards Australasia

NEW SAGENTS PARTICIPATING in this study tour want to grow and enhance the profitability of their business now and in the future!