

## **Poundland wins Discount Retailer of the Year at Retail Industry Awards!**

September 23, 2011 – Willenhall, West Midlands: Poundland, Europe's biggest single price discount retailer, was awarded the Discount Retailer of the Year at the 2011 Retail Industry Awards last night, held at Park Plaza Westminster Bridge Hotel, London.

Taking home the award has completed an already successful year for Poundland. In July, the single priced retailer announced its expansion into Ireland with the Dealz brand. The retailer is also on track to open 50 new stores and create 2,000 new jobs during the 2011/2012 financial year.

Poundland was shortlisted in the Discount Retailer of the Year category, along with Aldi and Iceland.

David Shrimpton, Editor at Independent Retail News and [talkingretail.com](http://talkingretail.com) comments: "Poundland swept to victory as Discount Retailer of the Year, wowing the judging panel with its focused business model and a financial performance that saw profits increase by a massive 81.5% in the last year."

"Despite the VAT rise in 2011, Poundland has remained true to its single price-point offer, thanks to close collaboration with its supplier partners."

"Poundland's cost control was felt to be exceptional and its relationships with suppliers exemplary. From a supplier perspective we're seeing them doing some very innovative things and they do look after their suppliers very well."

Jim McCarthy, Chief Executive of Poundland, said: "For 21 years we have been busy delivering value to budget-savvy customers. Millions of shoppers have added Poundland to their list of weekly shopping destinations and it's wonderful to know that our industry now recognises this too. Here's to the next 21 years of amazing value!"

Poundland serves over 3.5 million customers every week. Customers are guaranteed to find over 3,000 quality products across 17 shopping categories including food and drink, health and beauty, household, gardening, DIY, Pet, Stationery, Toys and over 1,000 top brands.

**For more information please contact the Poundland PR team on  
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### **About Poundland UK**

Poundland is Europe's biggest single price discount retailer. It has 358 stores in the UK and sells an extensive range of high quality top brand and own brand products all for the single price point of £1 each, providing customers with amazing value everyday.

Serving over 3.5 million customers every week, Poundland is an irresistible shopping experience where shoppers are guaranteed to find over 3,000 quality products across 17 shopping categories including food and drink, health and beauty, household, gardening, DIY, Pet, Stationery, Toys and over 1,000 top brands.

With a growth strategy of at least 50 new stores during the 2011/2012 financial year, Poundland is on track to create approximately 2,000 new jobs.

In 2010, Poundland was acquired by Warburg Pincus, a leading global private equity firm. Warburg Pincus acquired a majority stake with the management at Poundland retaining a minority shareholding and continuing to lead the business

For more information about Poundland, please visit [www.poundland.co.uk](http://www.poundland.co.uk)