

Saturn launches energy saving campaign: voucher card for the purchase of particularly energy-efficient appliances

Ingolstadt, May 28, 2009. Many will already have considered exchanging their old washing machine or dated tumble drier for a new, energy-saving model. This decision will be facilitated for Saturn customers as from next Tuesday, June 2, 2009. That is the date when Saturn will launch its big energy saving campaign. Customers who purchase a particularly energy-efficient refrigerator or freezer with the energy class A+ and A++, will receive a Saturn voucher for an amount of up to €100.

The marking of energy-saving appliances with energy efficiency classes ranging from "A" to "G" is firmly rooted in the consumers' heads. In order to facilitate customer decisions in favor of particularly energy-efficient appliances in future, the European Commission in March 2009 approved a further developed marking of such products. As from 2011, washing machines will for example be offered with the marking "A -10%" to "A -20%". This shows consumers how many percent less energy the respective appliance consumes as compared to a standard model of the energy efficiency class "A".

Customers can save a lot with the purchase of modern household appliances because these appliances may account for up to 45 percent of a household's total energy consumption. Hence, this area offers a sometimes substantial energy savings potential. According to "Stiftung Warentest", the German consumer organization that conducts independent product tests, a 15-year old washing machine consumes twice as much power as a new, energy-efficient model.

And precisely these extremely energy-saving products are at the focus of the energy saving campaign organized by Saturn from June 2 to 8, 2009. In the framework of this campaign the buyers of such household appliances receive a Saturn voucher card. For the

purchase of an energy class “A” fitted kitchen stove for a value of €600 they will for example receive a voucher in the amount of €70.

An appliance must comply with the following energy efficiency criteria in order for the customers to be eligible for receiving a voucher card.

PRODUKTGRUPPE	„BESONDERS ENERGIEEFFIZIENT“
Einbau-Herdset	mit Energieklasse A
Geschirrspüler	mit Energieklasse A
Waschvollautomat	mit Energieklasse A-10% und A-20%
Trockner	mit Energieklasse A
Kühl- und Gefriergeräte	mit Energieklasse A+ und A++

(product group – “particularly energy-efficient” – fitted stove – energy class A – dishwasher – energy class A – washing machine – energy class A-10% and A-20% - tumble drier – energy class A – refrigerator and freezer – energy class A+ and A++)

The value of the Saturn voucher will rise as a function of the value of the appliance purchased. For detailed information regarding the grading of the voucher value, please refer to the table below:

WARENWERT	GUTSCHEINCARD IM WERT VON
ab € 250,-	€ 30,-
ab € 300,-	€ 40,-
ab € 400,-	€ 50,-
ab € 500,-	€ 60,-
ab € 600,-	€ 70,-
ab € 700,-	€ 80,-
ab € 800,-	€ 90,-
ab € 900,-	€ 100,-

(Merchandise value – from ... - Credit voucher for a value of)

The vouchers can be used for the complete assortment in all Saturn stores in Germany.

More information about the energy saving campaign is also available at www.saturn.de.

About Saturn

Saturn stores are characterized by their city-center location, a comprehensive range of up to 100,000 articles, an extensive sales area covering up to 18,000 square meters, a competent sales staff, excellent service and consistently low prices. Founded in 1961, the company has been housed under the roof of Media-Saturn-Holding GmbH - Europe's leading consumer electronics retailer - as an independently operating company since 1990. At present, Saturn has 139 stores in Germany and 222 stores in eleven European countries.

Press contact:

Saturn
Corporate Communications
Cordula Baum
Wankelstrasse 5
D-85046 Ingolstadt
Phone: +49 (841) 634-1111
Fax: +49 (841) 634-2478

E-mail: presse@saturn.com