

It has become a tradition: Saturn starts into the New Year with an intergalactic advertising campaign

Ingolstadt, 2.1.2010: Also this year, Saturn traditionally starts into the New Year with an attention-drawing advertising campaign. On January 2, all customers of the electrical goods chain across Germany will receive a € 15 voucher for every € 100 spent.

Under the slogan "Preissturz im Universum" [price plunge in the universe] customers will find sensational daily offers from the different product areas in all 140 Saturn stores in Germany starting from Monday, January 4, 2010. In its usually loud manner, Saturn will draw the public's attention to the annual kick-off campaign with TV and radio spots and big print ads. The campaign follows up on the idea of the seasonal campaign launched in autumn 2009 under the motto "Sternhagelgünstig" [dead drunk cheap] which links Saturn's fascination with technology and best prices.

About Saturn

Saturn stores are characterized by their city-center location, a comprehensive range of up 100,000 electronic 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 140 stores in Germany and 238 stores in 13 European countries.

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