

Sector: Retail

Date: July 2011

Client: One Stop Stores Limited

New Store Opening in Lincoln



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Friday 15th July 2011

One Stop Convenience Store – Opening Soon Near You!

Residents in Lincoln will soon be able to benefit from the re-opening of a local convenience store, following a change in ownership.

The new One Stop store, previously run by Mills Group, on High Street, will re-open its doors on Thursday (21st), following an extensive refurbishment.

The store, which will trade from 6am till 11pm seven days a week, will offer a great range of products from Grocery and Chilled Foods to Household, Health and Beauty and Baby. Customers will also be able to benefit from fantastic offers every day.

For added convenience, the store will also provide National Lottery, PayPoint, E Top-up facilities and a free-to-use cash machine, making it a complete 'one stop' solution for local residents.

Tony Reed, CEO of One Stop, said:

"This is exciting news for One Stop. Acquiring the Mills store in Lincoln means we can introduce One Stop's quality, range and value to the local community."

"We've made a significant investment in refurbishing the store, creating a better shopping experience. I'm also happy to confirm that we have been able to bring down prices and delighted to be able to welcome our customers to come in and look around."

"The change in ownership is also great news for the store's staff, as all of the original Mills team have been able to continue in their positions in the new One Stop store."

Ends

Notes to editors:

Store address:
103-104 High Street, Lincoln, LN5 7QB
Tel: 01522 521121

For more information, please contact Rory Stoves, Press Office:

Tel: 01992 644645
Web: www.onestop.co.uk



Mills Lincoln - a pr2go story



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Sector: Retail

Date: July 2011

Client: One Stop Stores Limited

New Store Opening in Carlisle



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Monday 25th July 2011

One Stop Convenience Store – Now Open – On Your Doorstep!

Residents in Carlisle are now able to benefit from the re-opening of a local convenience store, following a change in ownership.

The One Stop store, previously run by Mills Group, on Newton Road, in Carlisle opened its doors on Thursday (28th), following an extensive refurbishment.

The store trades from 6am till 11pm seven days a week, and offers a great range of products from Grocery and Chilled Foods to Household, Health and Beauty and Baby. Customers are also able to benefit from fantastic offers every day.

For added convenience, the store also provides National Lottery, PayPoint, E Top-up facilities and a free-to-use cash machine, making it a complete 'one stop' solution for local residents.

Tony Reed, CEO of One Stop, said:

"This is exciting news for One Stop. Acquiring the Mills store on Newton Road, in Carlisle, means we can introduce One Stop's quality, range and value to the local community."

"We've made a significant investment in refurbishing the store, creating a better shopping experience. I'm also happy to confirm that we have been able to bring down prices and delighted to be able to welcome our customers to come in and look around."

"The change in ownership is also great news for the store's staff, as all of the original Mills team have been able to continue in their positions in the new One Stop store."

Ends

Notes to editors:

Store address: One Stop Store, 225-227
Newton Road, Carlisle Cumbria, CA2 7LN
Store telephone number: 01228 523701

For more information, please contact James
Wiggam, Press Office:

Tel: 01992 644645
Web: www.onestop.co.uk



Mills Carlisle - a pr2go story



Sector: Retail

Date: July 2011

Client: One Stop Stores Limited

“We enjoy a good working relationship with pr2go, we find the concept extremely worthwhile and easy to manage. Communication and feedback is always of the highest quality.”

One Stop Stores Limited, Assistant POS Manager, Carol McManus

One Stop is a retail convenience business with over 500 shops throughout England and Wales. Open 7 days a week, One Stop aims to attract local customers and be the convenience store for the neighbourhood.

During 2011, One Stop will convert 66 stores previously owned by Mills Group into One Stop stores.

One Stop assigned pr2go for all new store opening press releases in 2010 and have submitted 77 press releases to date. The following case study shows examples from two new store openings.

pr2go submitted the press releases to the following media:

Media List - Lincoln	Media List - Carlisle
Bailgate - Magazine	Cumberland News - Newspaper
Independent - Consumer	Cumbrian Newspapers, The - Newspaper
Business Echo - Supplement	News & Star - Newspaper
Lincoln Target - Newspaper	
Lincolnite, The - Online, Consumer	
Lincolnshire Echo - Newspaper	

- pr2go gained coverage in 4 media outlets, which is 44% of all media included in the distribution list
- The AVE for these press releases was £1,643.28
- The reach was 38,883 for the Lincoln store and 46,426 for the Carlisle store
- The client paid £99.98 for the press releases produced by pr2go
- The ROI for One Stop Stores Limited was £1,543.30 AVE
- AVE (Advertising Value Equivalent)