

Media Release

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COLES LAUNCHES ONLINE EXCLUSIVE RANGE TO HELP AUSSIES SAVE ON POPULAR GADGETS AND BIG-TICKET ITEMS

'Coles Best Buys Online Exclusive' range features limited edition products added weekly and FREE delivery

Coles has launched a new online platform for its popular Best Buys range, helping to provide Aussies with greater access to massive savings on popular gadgets, luxurious homewares and large big-ticket appliances for everyday needs.

From today, Aussies can shop from a collection of exciting new products available only at **BestBuys.coles.com.au**, including a refurbished Apple iPad 6 for \$259, exclusive Marketlane mosaic table set for \$149, a set of 3 round rattan side tables for \$149, and a giant at home greenhouse designed to provide plants, fruit and vegetables with the optimum biological conditions to flourish all year round for \$699.

Each Friday, starting from Friday 29 October, Coles will add new products to the online exclusive collection from existing brand partners or new emerging brands for an added level of surprise, while at the same time ensuring the range provides the best value lifestyle products for Australians' everyday needs.

Customers will also benefit from free home delivery across the entire range, and convenient delivery direct to door from Coles' trusted brand partners. Products will be delivered nationwide, with some postcode exclusions for remote areas.

Coles General Manager for Health and Home Jonathan Torr said Coles' new online platform not only aims to offer customers exceptional value on lifestyle products, but also provides a platform for emerging brands to showcase their limited edition products to a large national customer base.

"At Coles, we're committed to delivering great value for our customers. Our Coles Best Buys offer in store has proven incredibly popular with our customers over the past year, and now we're excited to launch an online platform where customers can exclusively get an array of premium, big-ticket items online under the trusted Best Buys brand that they know and love," said Jonathan.

"Free delivery is included across the entire range which is something we're really proud to offer our customers, by working closely with our brand partners to get products directly into their homes sooner, at the best price possible. We're also excited to launch in time for Christmas so customers can save on some amazing gift ideas!

"While we want to keep the collection small to ensure we're offering a good mix of sought-after products, we're looking forward to expanding our existing brand partners' range as well as working with new suppliers to continue evolving the Best Buys offer and exciting our customers with a variety of interesting products they cannot get in store."

The complete list of products available now to purchase at **BestBuys.coles.com.au**:

Product	Coles Price
Apple iPad 6 Wi-Fi Refurbished [32GB]	\$259.00
Marketlane Amalia Mosaic Table Set of 2	\$149.00
Marketlane Instant Gallery Wall 20 Piece Frame Set Black	\$69.00
Cooking Pack Oven and Cooktop	\$599.00
Marketlane Large 60cm White Orchid Potted Faux Plant	\$99.00

Marketlane Set of 3 Reyes Round Rattan Nesting Side Tables	\$149.00
Marketlane Large Urban Frameless Oval Vanity Mirror	\$49.00
Marketlane Large Urban Frameless Round Vanity Mirror	\$49.00
Keter Boston Cabinet <i>*available from Wednesday 27 Oct</i>	\$229.00
6' x 4' Harmony Greenhouse <i>*available from Wednesday 27 Oct</i>	\$699.00

Coles Best Buys Online Exclusive products are only available at **BestBuys.coles.com.au**. Products cannot be purchased or delivered via Coles Online orders, and cannot be returned to Coles stores. If customers wish to return a Coles Best Buys Online Exclusive product, they can contact Coles Online Customer Care to arrange a return directly with the supplier. No discounts or Flybuys points apply to the Coles Best Buys Online Exclusive range.

The launch of Coles Best Buys Online Exclusive range is in addition to the existing and much-loved Coles Best Buys featured in around 400 Coles supermarkets and selected Coles online stores.

In a move that will be sure to excite customers, from this week the previous fortnightly offer will move to a **weekly event** so customers will see a new range of limited edition products arrive on shelves and online every Friday.

To view the Coles Best Buys catalogue and list of participating Coles stores, [click here](#).

For further information, please contact

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