



PRESS RELEASE
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FIVE STORES COME TOPS FOR CUSTOMER SERVICE

Shoppers at The Mall at Cribbs Causeway have voted John Lewis, Next, Early Learning Centre, Faith Shoes and Past Times as the stores which offer the best in customer service.

The Mall's inaugural Retailer Awards were given to the five stores that attracted the highest number of votes in a survey of 600 shoppers. Shoppers were asked to nominate the stores from different size categories which offer the most friendly and welcoming shopping experience.

John Lewis narrowly pipped Marks & Spencer to the top spot in the anchor store category. Next won the large store category (5,000 – 25,000 sq ft); Early Learning Centre scooped first place in the medium store category (2,000 – 5,000 sq ft); Faith Shoes won in the small store category (1,000 – 2,000 sq ft) while Past Times won the less than 1,000 sq ft category.

The Retailer Awards, set up to encourage and reward good customer service, were presented to the five store managers during The Mall's AGM last night at The Carvery Company, one of two new restaurants at The Venue.

Jon Edwards, commercial director of The Mall at Cribbs Causeway, said: "Good customer service is what will keep shoppers returning to a store. Friendly and helpful staff who make customers feel special and are knowledgeable about what they are selling is what makes these stores stand out in customers' minds as the best in their category."

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