

Signs agreem`t with US firm to expand into online fragrances

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JUMBO CORPORATION LIMITED

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Directors of Jumbo Corp are pleased to announce an agreement has been signed with FragranceNet Inc (New York, NY), a leader in online fragrance distribution. Under the terms of the agreement, Jumbo will build a series of websites to promote the products, handle the secure online transactions and FragranceNet will provide Jumbomail access to over 3,500 products at wholesale rates and ship orders to customers within the United States.

"Fragrances, perfumes and aftershaves are a worldwide product that sells very well over the web all year round, said Mr Mike Veverka, CEO of Jumbo Corp. "Customers know which brand they like, such as Calvin Klein, Chanel and Boss, and are willing to buy online because of the considerable savings. Shipping costs on fragrances are low because of small package sizes which make them ideal for online selling".

The products are promoted on the Jumbomail.com website and 2 specialized websites for males "www.fragrancehim.com" and females "www.fragranceher.com". Currently orders are shipped to US residents only, which is the primary target market for online sales.

FragranceNet Inc was targeted as the company offers over 700 genuine brands and over 3,500 individual products which is one of the largest selections in the USA. The distribution centre in New York is well suited to online distribution to customers within the United States at competitive prices.

FragranceNet is an example of the type of partner that Jumbo continues to identify. The characteristics that Jumbo look for include:

- * Provide products that sell well over the web.
- * Competitive pricing.
- * Efficient delivery system.
- * Understanding of online customer requirements.
- * A solid track record of successful trading.

After a suitable supplier is found, Jumbo tests the market by adding the product catalogue to the Jumbomail.com web site, and if sales are encouraging, further sites are built and promotion is increased.

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