



Dear Retailer,

TWO GREAT NEWSPAPERS FOR THE PRICE OF ONE

From Monday 15th June we are launching massive sales drive, with money-off vouchers in the Daily Star to buy the Daily Express each day at a great credit crunch-busting discount.

Each day, Monday to Friday the Daily Star will carry a 20p-off voucher to get the Daily Express for only 20p.

Saturday's Daily Star 30p off voucher will entitle readers to buy that day's Daily Express for only 40p.

The Daily Star Sundays massive 90p off voucher will entitle readers to buy the Sunday Express for a fantastic price of just 40p.

These great savings mean readers can get two great Newspapers for the price of one. Supported by National TV advertising, public transport posters and retail point of sale packs. We have boxed out additional copies of both the Express and Star to cater for the extra demand.

Please display this point of sale prominently in your shop to get the maximum benefit and extra sales from this great promotion.

Paul Goddard
Deputy Group Circulation Director