



10 September 2009

Poundland expands into Northern Ireland

Willenhall, West Midlands: Poundland, Europe's biggest single price discount retailer, today announced its expansion into Northern Ireland. Currently retailing in England, Scotland and Wales, Poundland has a store base of 223 stores and will open six new stores in Northern Ireland by Christmas, creating 210 jobs. The first store opens in Castle Court, Belfast on the 8th October.

Chief Executive Jim McCarthy commented: "We are very excited about taking Poundland to Northern Ireland. It's another important step for us as part of our growth strategy. We are confident that consumers in Northern Ireland will love our unique and simple retail concept of offering every product in the store at the amazing value price of £1. As well as finding the right locations, we're also reviewing the product mix to ensure we have the right product offering. We are keen to source from as many local suppliers as possible and are sure that the savvy shoppers in Northern Ireland will be as excited as we are about this expansion."

The recruitment is moving quickly with Poundland's first Northern Ireland Area Manager – Damien Scullion and other management positions already in place. Announcements for Poundland's wider recruitment plans will follow very shortly, offering employment to the local communities.

Poundland has announced an ambitious new store expansion plan for the UK this financial year, with at least 40 new stores planned for mainland UK. The stores in Northern Ireland will further boost Poundland's presence on the high street.

-Ends-

Notes to Editors

Jim McCarthy is available for interview. Please call Emma Forbes or Carole Scott at BOTTLE PR on 01865 882988. Email: poundland@bottlepr.co.uk

About Poundland

Poundland sells high quality products all for £1, providing customers with amazing value every time they visit. It stocks 800 famous brands, including Kelloggs, Kodak, Duracell, Pampers and Mr Muscle.

Serving over 2.5 million customers every week, Poundland is an irresistible shopping experience where shoppers are guaranteed to find quality brands and something new each time they visit the 223 stores nationwide.



With growth strategy of over 40 new stores during the year, Poundland is on track to create 1500 new jobs.

Poundland is the original, the biggest and the most successful single price value retailer in Europe.

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