

## **"Tech-Nick for Champions!": Saturn creates a World Cup mood with fan bonus**

- **Secure fan bonus of 50 or 150 euros now!**
- **Participation in all 154 Saturn stores in Germany and [Saturn's online shop](#)**
- **Promotion runs up to and including Saturday, 24 May 2014**

**Ingolstadt, 18.05.2014:** In just a few weeks' time, the World Cup will be kicking off in Brazil. The consumer electronics retailer is already creating World Cup fever with a fan bonus sales promotion. Anyone shopping at Saturn and spending at least 499 euros will receive a fan bonus in the form of a coupon worth 50 euros, which can be redeemed with their next purchase. Saturn is giving customers a coupon with a value of 150 euros for purchases totaling at 999 euros or more. The promotion is now being launched and will run up to and including 24 May 2014 at all 154 Saturn stores in Germany as well as in Saturn's online shop at [www.saturn.de](http://www.saturn.de).

"Tech-Nick for Champions!" is the consumer electronics retailer's motto for the upcoming weeks of the World Cup. The latest television sets will be the most popular items with customers during this time as they will allow them to create a real stadium atmosphere within their own four walls. But even those less enthusiastic about football will also get their money's worth at Saturn and can secure themselves an attractive fan bonus. And this is how it works: Customers make purchases worth at least 499 or 999 euros at a Saturn store. It is irrelevant whether this amount is reached with the purchase of a single product or a number of different products. At the cash desk, they then receive a coupon card with a value of 50 or even 150 euros, as appropriate. This can then be redeemed with their next purchase at any Saturn store in Germany. The same applies to online

shoppers: Anyone making purchases totaling at least 499 or 999 euros at [www.saturn.de](http://www.saturn.de) will receive a coupon code for 50 or 150 euros, as appropriate, via e-mail that can be redeemed the next time the customer shops online.

*You will find further information about the fan bonus at [www.saturn.de](http://www.saturn.de).*

### **About Saturn**

Founded in 1961, Saturn today is housed under the roof of Media-Saturn-Holding GmbH - Europe's leading consumer electronics retailer - as an independently operating brand. At present, Saturn has 154 stores in Germany and 220 stores in six European countries. Saturn stores are characterized by their city-center location, a comprehensive range of up to 100,000 electronic articles, an extensive sales area covering up to 18,000 square meters, a competent sales staff, excellent service and consistently low prices. In Germany, Saturn has built on the strengths of its bricks-and-mortar business by launching an online shop at [www.saturn.de](http://www.saturn.de). This multichannel strategy allows Saturn customers to combine the advantages of online shopping with the shopping experience and service provided at their local store as they see fit.

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