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**Media Release**

**Paper Plus wins supreme award in the New Zealand Franchise Awards**

Paper Plus has taken top honours in the hotly contested 2011/2012 Westpac New Zealand Franchise Awards with the 100% New Zealand owned retailer winning the Supreme Award for Franchise System of the Year.

They were the stars of the evening, taking out Media Campaign of the Year, Best Retail Franchise System and Best Retail Franchisee for their Cromwell store. In addition to the top honour, this builds on their impressive performance last year where they won Best Media Campaign and Best Retail Franchise System of the Year.

Paper Plus CEO Rob Smith says, "We're delighted to have our franchise system recognised by the industry as the best in the business. The awards are testament to our commitment to our franchisees and customers to be the best books and stationery retailer in the country."

The Franchise Awards recognise the highest performers in the New Zealand franchise world and provide them with valuable business and marketing advantages. They also serve to enhance the overall perception of franchising as a growing and key business contributor within the New Zealand economy.

The Paper Plus Group began its journey 28 years ago and incorporates three separate retail brands – Paper Plus, Take Note and Office Spot with over 156 separate stores throughout the country. Today, there is a Paper Plus store in most towns from Kaitaia to Invercargill.

The awards come at a time when Paper Plus is poised to launch a marketing and business strategy which is set to shake up the books and stationery sector in New

Zealand and reinforce their strong customer focus. Four years have been spent upgrading stores and today they have the most up to date and modern retail formats in the country.

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