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**Media Release – for immediate release**

## **BIG W awards Photo Direct Supplier of the Year for Consumer Electronics.**

One of the newest suppliers to the Australian consumer electronics industry, Photo Direct Pty Ltd, was acknowledged as the consumer electronics Supplier of the Year at the recent BIG W 2008 Supplier Awards Night.

The annual event is held in Sydney to recognise those suppliers who during the year went above and beyond BIG W's stringent requirements of great product ranges and great marketing. This year Photo Direct was a finalist alongside Apple and Sony so the award for the category which also includes photo processing and home printers came as a genuine surprise for the management team at Photo Direct.

"We have only just celebrated our third anniversary and this was the perfect way to complete our week" said Chris Howell, who accepted the award on behalf of fellow directors Stuart Meers and Tracy Lints.

Mr Howell added, "Even though our management team has over 40 years of photo industry experience it's always humbling to be recognised by such a major retail player as BIG W. And we are fortunate to have been given a number of opportunities to prove our capabilities as our relationship with the BIG W team developed over the last three years."

According to Charles Davey, Business Manager for BIG W, "The Photo Direct team deserves this year's consumer electronics award for their refreshing, transparent and hardworking approach to meeting our customers' needs. Photo Direct's proactive efforts especially with their range of Digital Frames, backed up by a terrific customer support centre, have certainly helped us remain at the forefront of the photographic category."

**Photo Image caption:** Caught admiring the Consumer Electronics, BIG W Supplier of the Year Award, is Stuart Meers, Managing Director of Photo Direct.

*For more information on the above please contact Susan Smith at Photo Direct on 1300 364 817.*

