



A new DIA store in Madrid

- / The chain, which at year-end 2013 had 415 stores in the Region of Madrid, extends its presence in the region with this new establishment.
- / This new store allows the creation of eight jobs.

Madrid, 22 October 2014. [DIA](#) today inaugurates a new own store in Madrid, at Calle Virgen de los Peligros, number 9. With a sales area of 265 square metres, it will employ eight people.

This new establishment will operate under the banner [DIA Market](#), a format which offers a greater variety of products, including perishable foodstuffs and sections such as bread and pastry ovens and cabinets displaying fresh packaged meat. This renewed concept of establishment is in response to the company's modernisation and innovation plan whereby it offers its customers a more convenient, local and attractive environment, while always maintaining the DIA premise: the best value for money.

The store will be open Monday to Saturday from 9 AM to 9:30 PM and on Sunday from 10 AM to 2:30 PM. As a result of this inauguration, it will make special offers to its customers, who may benefit from a 10% discount coupon until 10 November 2014, always together with the [DIA Club](#) loyalty Card. With this new store, DIA strengthens its presence in Madrid, where at year-end 2013 it had 415 establishments in the Region of Madrid. In addition, the company has 4,151 stores in Spain, of which 1500 operate under a [franchise](#) model.

DIA is making a significant effort to facilitate financial support for franchises by offering new systems which benefit future franchisees and which aim to encourage this activity.

DIA (Distribuidora Internacional de Alimentación) is an international food retailer that also distributes fast-moving and HPC goods. DIA is traded on the Madrid Stock Exchange and is part of the Ibex 35, the main reference index of the Spanish stock market. In 2013, gross sales under banner reached EUR11.476bn and the company had 7,328 stores in the countries in which it operates.

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