



DIA presents the new Clarel website in Portugal

/ DIA starts up www.clarel.pt with information on the brand

Lisbon, 17 November 2014. DIA Portugal has presented its new website for Clarel stores, the retail chain specialised in hygiene, home and personal care items, which inaugurated its first store last January and which currently has 53 throughout the country.

From now on, www.clarel.pt provides full information on the promotions available in the stores and in a user-friendly manner it shows all the points of sale in the network, as well as the exclusive brand names.

In www.clarel.pt you can find tips and suggestions about home care and personal care and you can subscribe to a newsletter with all the promotions so as to help Clarel's customers in their day-to-day activities. It also provides information on the exclusive private-label brands of the DIA Group, such as Bonté, the brand specialised in personal care, hygiene and beauty, Basic Cosmetic, for make-up and cosmetics, Baby Smile and Junior Smile, for baby related products, the DIA brand for food and toiletries and the AS brand for pets.

With a simple modern image, the predominant colours on the website are in line with Clarel stores: black and white. The logo is a drop with a smile which combines the idea of brightness, clarity and optimism which are associated with the brand.

Clarel stores have started up a new store concept by thinking about the family and offering a wide range of products organised into six sections: beauty, hygiene, children, pets, toiletries and food.

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 6,598 stores in the countries in which it operates.

EXTERNAL RELATIONS

Nieves Álvarez – Lara Vadillo – Ginés Cañabate
Tel: +34 91 398 54 00 Ext. 33340 / 33886 / 33342
+34 650.64.16.36 / +34 619.22.65.87 / +34 616.02.51.89
comunicacion@diagroup.com