

Muttenz, August 12, 2013

Press Release – Pressemitteilung – Communiqué de presse

Murmelmagic successfully launched

The “Murmelmagic” collectibles campaign has been successfully launched. Since its start on July 29, more than 1.2 million marbles have already been given away or purchased by customers.

On July 29, the Swiss k kiosk, avec. and Press&Books outlets launched the “Murmelmagic” collectibles campaign. More than 1.2 million marbles have already been given away or sold to customers. This exceeds the expectations placed in the collectibles campaign. “Particularly the first two campaign weeks were very popular with the customers. The activities in the outlets ensured a wonderful atmosphere on site,” says Marco Hocke, Managing Director Category Management and Marketing at k kiosk and P&B.

The “Murmelmagic” collectibles campaign accompanies the film “Die Schlümpfe 2” (The Smurfs 2), which has been in Swiss cinemas since the end of July. With a purchase of CHF 10.- or more, customers of the Swiss k kiosk, avec. and Press&Books outlets receive a free Smurf marble. Furthermore, when purchasing the weekly campaign items, they are given away or can be bought for CHF 1.-. The collectibles campaign is rounded off by additional products (storage items, soft-toys smurfs, etc.) and activities at the outlets. The collector’s suitcase with the marble game is especially popular with customers, as well as the different Smurf soft-toys.

Thanks to the “Murmelmagic” collectibles campaign, the outlets will remain decorated in a “Smurf” look until 22 September.

Additional information on the “Murmelmagic” collectibles campaign can be found at:

www.kkiosk.ch

www.facebook.com/kkiosk

Should you have any questions on the above, or require additional information, please contact Valora's media relations office:

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Valora facts and figures

[Valora](#) is an economically robust, independent consumer-goods trading company operating on a Europe-wide scale. Valora operates in three business areas, all solely devoted to meeting the needs of consumer markets with significant sales potential. There is a clear emphasis on European markets where modern, mobile lifestyles have become widespread.

[Valora Retail](#): A market leader in small-outlet and micro-outlet convenience retail, operating a range of standardised shop formats at heavily frequented locations.

[Valora Services](#): A market leader in the distribution of press products to Valora-operated and third-party retail partners.

[Valora Trade](#): An exclusive distributor of food and non-food consumer goods to the retail sector.

Valora Retail facts and figures

Valora Retail operates over 3,000 kiosks, convenience stores and gastronomy outlets in Switzerland, Germany, Luxembourg and Austria.

Valora Retail Switzerland operates the following retail formats:

- Some 900 [k kiosk](#) shops
- Over 100 [avec](#) convenience stores
- 28 [Press & Books](#) outlets
- 40 [gastronomy](#) units
- 35 [Brezelkönig](#) fresh pretzel take-away outlets