

Launches JewelleryKing.com/Signs agmt with Bevilles Jeweller

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JUMBO CORPORATION LIMITED

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Directors of Jumbo Corp are pleased to announce an agreement has been signed with Bevilles Jewellers Pty Limited to supply a range of jewellery products for Jumbo's latest web site "JewelleryKing.com" (www.jewelleryking.com). As previously announced, Jumbo is continuing to grow its business by incrementally adding new businesses and services. Jumbo has recently signed agreements with FragranceNet Inc (New York) and Strawberry Limited (Hong Kong) for the supply of fragrances and cosmetics and has acquired the computer business "Online Computing Australia".

"Online Jewellery is the next step in our plan to develop a range of inter-related product offerings to our expanding customer base around the world", said Mr Mike Veverka, CEO of Jumbo Corp. "Bevilles give us access to over 2,000 quality jewellery, watches and giftware products to add to our existing range of 8,500 fragrances, cosmetics and gifts".

Jumbo Corp uses a combination of proprietary online marketing techniques and its own secure online payments software to maximize repeat orders from loyal customers around the world. "After a customer makes their first purchase at one of our many web sites, the positive shopping experience makes it easier for us to attract repeat orders from that customer", said Mr Veverka.

Bevilles Jewellers is a Melbourne based Jewellery retailer with 15 stores and has been in operation since 1934. According to the terms of the agreement, Jumbo will build and maintain the JewelleryKing.com web site and promote the products to customers around the world. Bevilles will supply and ship the orders via a special Australia Post facility to economically deliver insured parcels locally and internationally.

STRATEGY

Jumbo Corp uses a strategy of targeting "internet friendly" products that sell well over the Internet using Jumbo's proprietary software and marketing techniques as a competitive advantage. Types of products that Jumbo considers "internet friendly" include jewellery, fragrances, gifts, music CD's, DVD's, computer hardware and software.

For the last 2 years the company has successfully demonstrated this business model by delivering 2 straight quarters of positive cash flow and 8 straight quarters of increasing turnover.

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