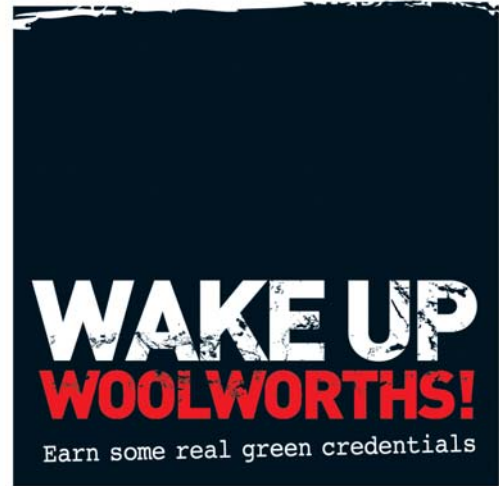


29th September, 2008

Media Release



Wake Up **Woolworths!** Gift to Endangered Sumatran Tigers

In recognition of *International Tiger Day* on Sunday 28th of September, the **Wake Up Woolworths!** Campaign gifted play equipment to the Sumatran Tigers at the Melbourne Zoo. Five (5) bungee ropes were provided for hanging toys and objects from trees as mum (Binjai) and dad (Ramalon) love them and the cubs are just discovering how much fun they can be!

A contingent of **Wakeup Woolworths!** representatives went along to the Melbourne Zoo to see the tigers enjoying their new equipment.

It is estimated there are only about 300 Sumatran tigers left in the wild and about 150 in captive breeding populations in zoos around the world.

Asia Pulp & Paper (APP) is responsible for destroying large tracts of Indonesian rainforest which poses real and significant threats to endangered animals such as Sumatran tigers, elephants and orang-utans. In fact, investigations by environmental groups prove that APP – the supplier of tissue products for the Woolworths Select brand – is one of the least sustainable fibre companies on the planet.

Time and again, Woolworths has been advised of the problem with APP. But still, they continue to use them at the expense of Australian workers and their families and the environment.

Despite recently announcing it was going to end its paper supply contract with APP, Woolworths continues to sell products made by them. **Wake Up Woolworths!** calls on the company to announce that it will not support APP and its unsustainable products anymore. Instead it should commit to buy from local, sustainable sources and support Australian workers.

Further information please contact Alex Millar on 0419 872 844.