



**MEDIA PRESS RELEASE
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**THE CO-OP CONTINUES TO GROW IN VICTORIA
Australia's largest campus retailer welcomed into RMIT development**

The Co-op has been awarded a premium location at RMIT University's latest campus development. The New Academic Street project will revitalise RMIT's city campus. Along with renovations of the Student Hall and Swanston library, the upgrade will include new collaboration spaces, food options and a Co-op flagship store.

Adjacent to one of Australia's busiest pedestrian intersections, the inclusion of the Co-op in the redevelopment demonstrates the company's reputation as a leading retailer. The successful one-stop-shop model will be integrated into the project space, including an on-site café for students and the general public.

With over 80 000 students, RMIT is one of Australia's largest tertiary institutions. The University enjoys an international reputation for excellence in practical education and outcome-oriented research. The New Academic Street project is set to open mid 2017. The Co-op will also take over RMIT's existing store at the Bundoora campus. As this new partnership develops, The Co-op will strive to ensure university and professional life is more affordable and less stressful for the students at RMIT.

In the lead-up to the grand unveiling, the Co-op will host a pop-up store on-campus to provide convenient access to textbooks, technology, educational games and more. The temporary store is expected to open in January 2017 to cater for the busy back to uni period. "We are excited about working with RMIT to provide its students and staff with products and services that will meet their educational and general needs", said Chief Executive Officer, Thorsten Wichtendahl. The new acquisition strengthens the Co-op's position as Australia's largest university campus retailer.

About The Co-op:

- Australia's largest member-owned retailer with over 2 million members
- Australia's largest campus retailer
- Over 60 stores nationwide
- The Co-op has the largest textbook buyback program in Australia, purchasing back over 12,000 titles
- 2016 National Retail Association Employer of the Year Award Finalist
- 2016 National Retail Association Training Excellence Award Finalist
- 2016 National Retail Association Young Retailer of the Year Award Finalist

Australian Geographic Partnership:

- The Co-op has partnered with Australian Geographic Retail since acquiring the brand in September 2016
- An iconic brand known for learning and discovery
- 64 stores nationwide and successful online store

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For further information on the Co-op please contact Kelly Cross at: kcross@coop.com.au