



29 October 2008

ASX/Media Announcement

Super Cheap Auto Group (SUL) Announces Sales Growth for the 17 Weeks to 25 October 2008

Super Cheap Auto Group Limited (ASX: SUL) announced today that sales for the 17 weeks to 25 October 2008 had grown by 12.2% over the prior year comparative period.

Sales performance across the Group was as follows:

	17 weeks to 25 Oct 08 \$m	17 weeks to 27 Oct 07 \$m	Total growth %	Like for like growth %
Supercheap Auto	184.2	174.9	5.3%	4.3%
<i>Australia</i>				4.4%
<i>New Zealand</i>				3.3%
BCF (Boating Camping Fishing)	51.6	38.9	32.6%	4.4%
Goldcross	4.0			
Group	239.8	213.8	12.2%	n/a

During the 17 weeks, Supercheap Auto opened one new store to bring total stores trading to 251. Sixteen existing stores were refurbished during the same period. It is anticipated that Supercheap Auto will open a further seven stores and refurbish a further 14 existing stores during the balance of the financial year.

BCF opened three new stores and acquired the Jurkiewicz Adventure store in Canberra to bring total store numbers to 53. The business expects to open six more stores during the remainder of the financial year.

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The Goldcross Management team has concentrated on developing the Goldcross offer and store design pending the relaunch of the business. It is expected that three new stores will be opened prior to Christmas in South East Queensland and that one Melbourne store will be relocated. The remaining 10 Melbourne stores will be refurbished during February and March 2009.

Super Cheap Auto Group Managing Director Peter Birtles said the company had made a very encouraging start to the year, with both established businesses, Supercheap Auto and BCF, delivering strong growth in sales despite the slowing in general retail spending.

“This growth has been driven by a combination of initiatives including our refurbishment program, new product introduction and marketing. At the same time, we have been able to deliver small improvements in gross margin,” said Mr Birtles.

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For further information please contact:

Peter Birtles,	Gary Carroll
Managing Director	Chief Financial Officer
Super Cheap Auto Group	Super Cheap Auto Group
Ph: 07 3205 8511	Ph: 07 3205 8511

Released through:

Stephanie Paul	Jo-Anne Modesti
Managing Director	Consultant
Phillips Group	Phillips Group
Ph: 07 3230 5000	Ph: 07 3230 5000
Mob: 0418 753 062	