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## Nespresso Sydney Flagship Caps Record Boutique Expansion in 2010

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Vibrant Brand Community Engaged by Signature Venues in Iconic Locations

Nespresso, the pioneer and reference for premium portioned coffee, officially opened its largest boutique in the Southern Hemisphere on December 2nd, 2010. The Sydney boutique, fronting the prestigious redeveloped Pitt Street Mall, is the fifth Nespresso flagship boutique to open this year. With new flagships in Brussels, Miami, New York SoHo, Munich and now Sydney, each flagship combines signature Nespresso style while reflecting the distinct identities of the global cities each serves. More than just a retail space, each flagship and boutique plays a vital role in connecting and energising local Nespresso lovers into a vibrant brand community.

To view the Multimedia News Release, please click:

<http://multivu.prnewswire.com/mnr/prne/nespresso/46316/>

"Our boutiques are unique spaces that enable coffee lovers to share the Nespresso world of highest quality coffee and to experience the brand with all their senses. Additionally, they enable our Club Members to experience unmatched personalised service," said Richard Girardot, CEO of Nestlé Nespresso S.A. "As I visit our boutiques around the world, I always note our Club Members' consistent passion to learn more about the Nespresso experience and find new ways to enjoy it."

Nespresso will finish 2010 with more than 220 boutiques. The steady expansion of its global network of boutiques underlines the important role of coffee specialists in informing our connoisseur customers about Nespresso's highest quality coffee and continuous innovation. Over 70% of Nespresso's worldwide workforce of more than 4,500 people are customer facing, sharing their knowledge and passion with Nespresso Club Members.

Christophe Cornu, Chief Commercial Officer of Nestlé Nespresso S.A., officiated at the Sydney opening and commented that while the Sydney boutique caps a year of global expansion, it also marks Australia's performance as one of the fastest growing Nespresso markets worldwide. The Sydney boutique represents the next level of investment and growth for Nespresso in Australia.

"The Nespresso Sydney boutique joins a prestigious group of flagships launched internationally. It is on par with the boutiques in Paris' Champs-Elysees, New York's SoHo and Munich. We're creating elegant, inviting spaces on iconic shopping streets, designed to allow consumers to discover the ultimate coffee experience," said Mr Cornu.

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