



September 6, 2010

LUCKY COUNTER; TWEET FOR A TREAT AND YOU CONTROL THE PRICE OF UNIQLO'S BEST SELLERS FOR THE ECOMMERCE WEBSITE RELAUNCH, AT 09:00 ON 09/09

In the run-up to their ecommerce website relaunch, on 9 September 2010, UNIQLO are handing over control of their best selling items to their customers, in a Twitter initiative called **LUCKY COUNTER**, running from 3-8 September.

Customers will be invited to Tweet about selected items to reduce the cost; the more Tweets, the more customers can save on the price! All Twitter users have to do is simply visit the **LUCKY COUNTER** website at www.uniqlo.com, select their item and follow the instructions to Tweet. Customers will even be able to see the price dynamically change in real-time.

The final reduced prices of these **UNIQLO** best selling items, including super soft merino cashmere, Japanese denim, ultra light premium down and Heattech, will be announced on the day of the ecommerce website relaunch, on 9 September, when customers will be able to browse and buy from 9am. The reduced prices will be available until 13 September.

LUCKY COUNTER launches alongside the renewal of the **UNIQLO** global Facebook page, where customers and fans of the brand can keep up to date with all things **UNIQLO**, as well as be the first to hear about up-coming collections, trends and events. **UNIQLO** continues to expand its online media with a new YouTube channel <http://www.youtube.com/UNIQLOFashionUK> where you can watch the **UNIQLO** in-house stylist dress **UNIQLO** fans in the latest autumn trends.

As well as being able to shop the biggest ever **UNIQLO** collection online on the newly re-launched ecommerce website, customers will also benefit from exclusive online discounts and the chance to buy collections before they are launched in-store. The relaunch of the ecommerce website is the latest landmark in **UNIQLO**'s UK development strategy. This year also sees the opening of the first store outside of London in Bluewater.

Everything. Anytime. Shop online. www.uniqlo.com.

The screenshot shows a product page for a 'W'S PREMIUM DOWN ULTRA LIGHT PARKA'. The current price is £25.674, which is a 57.02% discount from the original price of £59.99. The page includes a 'TAKE PART NOW' button and a 'LUCKY COUNTER' progress bar on the right side, which shows the current price and the minimum price of £19.99. The progress bar is labeled '38318 TWEETS' and 'NOW £25.674'. The background of the page features a collage of text related to UNIQLO's growth and quality.

For further information please contact:

Liz Roscoe, Account Manager, Modus Publicity
T: 0207 331 1451 E: lizr@moduspublicity.com

Tyler Psarras, Account Executive, Modus Publicity
T: 0207 331 1426 E: tylerp@moduspublicity.com