

Fields

of SIDMOUTH

PRESS RELEASE

18th December 2009

Fields customer wins National 'Socks' Competition



A Fields customer recently won a National Socks Competition run by HJ Hall. Mr Alan Herbert, of Sidmouth was persuaded to enter by staff when shopping for socks in the menswear department and was amazed to be told that out of 800 people, his name was drawn to win a year's supply of socks. To be in with a chance of winning, customers had to buy four pairs of socks, and complete a form for the draw which was returned to HJ Hall.

"This is the first major competition that I have ever won," he said, "I was convinced that I wouldn't win. It was my wife who put the stamp on the entry."

Brian Dowie, Store Manager at Fields adds, "I am delighted that one of our local customers won the 365 competition, but I bet he still gets socks for Christmas!"

Furthermore we were advised that as a store, we generated the most sales for this promotion, against much bigger stores, and as a result we will receive a substantial credit to our account."

Picture Caption: Alan (pictured right) is congratulated by Neil Walton, the Area Sales Manager for HJ Hall, whose area covers the South West, South Wales & the Channel Islands.

~ PRESS RELEASE ENDS ~

For further information, please contact Claire Jenkins on 01395 515124 or email cjenkins@fieldsofsidmouth.co.uk.

Note to Editors: Fields of Sidmouth is one of the few select, family owned and managed independent department stores left in the UK.