



Our Ref: 16570213

13 July 2007

Mr Peter Shullot  
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Dear Mr Shullot

Thanks for your recent letter to my colleague Andy. I've replied in his absence as I am his customer service manager.

In addition to the article you may have read in the August 2006 edition of our magazine - we're a very environmentally responsible business. Last year we recycled 140,000 tonnes of cardboard (8% of the UK cardboard market) and 6,000 tonnes of plastic from waste arising at the back of our stores and invested £40m in establishing 4 ASDA recycling centres. We're a key retail partner with the UK Governments 'Waste Resources Action Programme' and have signed up to the Cauthold Agreement giving a commitment to make 'absolute' reductions in own brand packaging by 2010.

That said, we've just rolled back our prices by £250 million and have been voted the cheapest supermarket for the past ten years. We're very customer focused and have invested heavily in our stores to make sure we keep our eye firmly on the ball - we'll not stop getting better and better at giving our customers what they want.

Thanks again for your letter. I hope you're happy with what I've told you and we can look forward to serving you again very soon.

Yours sincerely

Mark Wright  
Customer Relations Management

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