



## MEDIA RELEASE – 27 September 2007

### Fone Zone Store Manager reaches Top 3 for Young Retailer of the Year

Fone Zone Bendigo Store Manager, Shannon Reed, has reached the national Top 3 for the Australian Retailers Association's "Young Retailer of the Year".

After a long process and thousands of entrants, the finalists and winners were announced last Tuesday night at Crown Palladium in Melbourne.

After working as Assistant Manager at Fone Zone Bendigo for twelve months, Shannon was last year promoted to Store Manager and has since increased the business to secure a position in Fone Zone's Top 10 stores.

"It's very rewarding to be recognised for my efforts and contributions, especially being in a regional area that has so much competition."

"Only two years ago, I was in between jobs not knowing what I wanted to do and now I'm a Store Manager of a large corporate company."

Shannon said that visual merchandising, delivering exceptional customer service and sponsoring local sporting organisations has helped him increase the awareness and branding of Fone Zone in Bendigo and also the surrounding area.

According to the Australian Retailers Association, retail is the largest employer of young people in Australia and the future of the industry is driven by the enthusiasm and spirit of these young employees.

"The awards showcase the achievements, skills and spirit of young people working in the retail sector and aims to inspire other young retailers to strive for excellence in their careers".

Shannon said he hopes this inspires young people to follow their dream and know that they can be successful regardless of age, gender or location.

"It is important to believe in what you do and be true to yourself. If you know where you want to be, you'll get there."

Fone Zone is Australia's largest specialist retailer of mobile communications, with almost 150 stores and more than 900 Team Members across every state and territory.

For more information, please contact:

**Tara Croser**

Marketing Project Manager

Fone Zone Group Ltd

P: 07 3868 5946

E: [tara.croser@fonezone.com.au](mailto:tara.croser@fonezone.com.au)

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