



Trade release

## **Bush set its 'sites' high!**

**Bush Australia this month will launch two new websites for its Grundig and Ministry of Sound brands to ensure easy access to information on its wide range of products.**

Developed by Australian website designer, Markus Dilectite, the sites are notable for being inviting, user friendly and interactive.

For new concept products needing more than just verbal explanation such as Wi Fi radios, the websites boast animated demonstrations. Features such as this and the sites' super easy navigation will make them an invaluable tool for consumers and retailers wanting to access information on the spot for customers.

The **www.grundig.net.au** site reflects the brand's innovation, style, quality and performance. Products can easily be found in five locations for each LCD TVs, Video, Hi Fi, Radio and Accessories. There is also a support section dedicated to enquires. Grundig have also used the site to launch its 'Members Lounge' where consumers can register free for quarterly news updates, special member offers and discounts, competitions and more.

The **www.ministryofsound.net.au** specialist audio site that exudes a funky vibe with the "speak" of today's music savvy youth. It's the place to find all things Ministry be it music, fashion, events, downloads and cool competitions and of course, a complete guide to audio products including radios, wi fi, turntables, rippers, stereos and MP3s.

Finally more news to follow on the Bush website which is under construction but will reflect the Australian face of Bush once complete with its exclusive brands such as Joh Bailey Electric in addition to its affordable audio products, floor care and home appliances.

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