

Press Release



Serving the Services

Subject NAAFI Slashes Newspaper Prices By More Than 25%
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NAAFI Slashes Newspaper Prices By More Than 25%

In a further boost to the BFG community, NAAFI has delivered on its promise by reducing its newspaper prices by more than 25%!

British Forces personnel and their families can now buy UK newspapers at considerably lower prices, with weekend supplements included wherever they can be sourced and supplied by the publisher.

NAAFI Buying Director, Chris Emmel said: *“As part of our commitment to provide service personnel and their families with a taste of home we have decided to subsidise the cost of newspapers by bringing them down by more than 25%; essentially selling them at cost. Our consumers have always told us that they want to receive news on the day of publication; the only practical way of doing this is to source them from within central Europe.*

Weekend newspapers will also be reduced and the availability of Saturday and Sunday supplements has been improved. Chris said: *“Our weekend papers have been reduced in line with the dailies and as an added bonus we are working directly with the UK publishers to ensure that, wherever possible, the publisher supplies the British weekend supplements to us in BFG.*

NAAFI’s commitment to reducing newspaper prices has been welcomed by both consumers and the Chain of Command, and follows on the back of its decision to align all magazine prices with the UK high street back in April. NAAFI Operations Director, Steve Marshall said: *“As a not for profit organisation the decision to reduce newspaper prices is yet another progressive step to building consumer confidence in the brand, ensuring that British Forces personnel and their families are not disadvantaged by being overseas.”*

----- Ends -----

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Notes to editors

- Since 1921, NAAFI has actively supported Britain's Armed Forces, side by side in campaigns all around the world, providing an important link to home for men and women who continue to bravely represent our country. It provides a wide range of services including: Catering, Retail, Leisure, and Facilities Management.
- As a 'not for profit' organisation, with no shareholders to reward, all financial surpluses are reinvested back into the Armed Forces through either welfare payments, infrastructure investment, or subsidised products, outlets & services.
- NAAFI newspaper price reductions as of 9th January 2009:
 - The Sun (€2.00 reduced to €1.50)

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- *The Daily Star (€2.00 reduced to €1.50)*
 - *The Daily Express (€2.50 reduced to €1.80)*
 - *The Daily Mail (€2.50 reduced to €1.80)*
 - *The Times (€3.25 reduced to €2.40)*
 - *The Daily Telegraph (€3.20 reduced to €2.40)*
 - *The Sunday Observer (€4.20 reduced to €3.00)*
 - *News of the World (€3.00 reduced to €2.40)*
 - *Sunday Express (€5.10 reduced to €3.00)*
- *This press release is issued by NAAFI Communications, Central Support Office, Co. Durham, UK.*

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