

Bad Backs Open Brisbane Superstore

Bad Backs, Australia's number one back pain relief website, is opening its first Queensland-based retail store in Underwood, Brisbane, on Tuesday, December 4.

While the trend for online shopping continues to sweep the nation, the established dot-com has reversed the trend, with its foray into retail, which has occurred in response to customer demand to 'touch and feel' their product. This is the third retail outlet for Bad Backs, which also has stores in Melbourne and Sydney.

Trading seven days a week, the Brisbane Bad Backs superstore is located at The Zone Shopping Centre, corner of Compton & Kingston Roads in Underwood, and showcases over 500 products from the Bad Backs catalogue, enabling customers to come in and try the products before they buy – whether it be a shoulder brace, ergonomic office chair or workstation.

"Following the resounding success and interest in our retail stores in Melbourne and Sydney, we are most excited about establishing a



superstore in Underwood; the first of its kind in Brisbane.

The Brisbane market, and neighbouring areas represent a large proportion of our online sales, and it's a growing market. For the first time they will have the opportunity to come in to our store and try the merchandise for themselves", says Felicity Wood, director of Bad Backs.

Since its inception in 2001, Bad Backs has gone from strength to strength, growing to become Australia's number one website for back pain relief resources and products. Following years of business growth and success, in an online environment, the decision to open a 'bricks and mortar' outlet was driven largely by customers seeking opportunities to 'try before they buy'.

"It was never part of our original business plan to open retail outlets, however customer service is a large part of our offering and through dialogue with our customers, we uncovered a growing need to 'touch and feel' the merchandise", says Felicity.

"More so than other online sellers, I believe that the nature of our products creates a need for a more tactile experience. In addition some of our older customers are less confident with online shopping and really value speaking face-to-face with our customer service staff," explains Felicity.

"We have a great team here in Underwood. With staff experienced not just in retail, but also in the home healthcare industry, I'm confident that customers will be given plenty of assistance in choosing a remedial product that best suits their individual needs and circumstances", says Felicity.



Back pain? Don't let it ruin your life!

We stock hundreds of products in one store to ease your pain!

- Ergonomic furniture & workstations
- Adjustable beds
- Lumbar supports
- Back & joint products
- Pillows & bedding
- Massage
- Magnetic
- Sport & fitness
- And much more...



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Email: underwood@badbacks.com.au

Web: www.badbacks.com.au

"The Zone" Cnr. Compton and Kingston Roads Underwood

Bad Backs Brisbane Retail Store- Open Dec 4, 2007.
The Zone Shopping Centre - Corner of Compton & Kingston Roads,
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About Bad Backs

Bad Backs (www.badbacks.com.au) is Australia's number one online destination for back pain relief resources and products.

With more than 80% of Australians suffering chronic back pain, Bad Backs is committed to providing information and resources to help ensure sufferers receive high-quality, information (traditional and holistic) enabling them to make informed decisions.

Since its inception in 2001, Bad Backs has gone from strength to strength, with growth around 40% per annum. Following years of business growth and success, in an online environment, the decision to open a 'bricks and mortar' outlet was driven largely by customers seeking opportunities to 'try before they buy'. Bad Backs currently has retail stores in Melbourne, Sydney and Brisbane, with further outlets planned for other states.

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The website is a source of high-quality, value-for-money products (500+), spanning ergonomic chairs, to lumbar support and massagers, with the selection largely driven by customer demand and feedback. Our products have also been selected in consultation by a team of health professionals (traditional and holistic), who also provide a comprehensive range of content related to chronic back pain management.

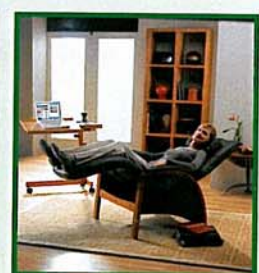
Online visitors return to the site to access the latest innovations and developments in spinal care research, which is sourced from leading international research institutes, hospitals, Government health resources and increasingly from Government-approved alternative therapy sources.

In addition to the latest research and information, Bad Backs has built a community of chronic back pain sufferers with a popular discussion forum related to pain management, providing users with the opportunity to share their personal experiences.

Following its resounding Australian success, the business extended its operations abroad, with the December 2006 launch of www.badbackstore.com in the USA.



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