

MEDIA RELEASE
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Michael Hill broadcasts to millions at NFL Super Bowl XLIX

Michael Hill International will launch its new look '**We're for Love**' brand platform by airing two new TV commercials this Sunday, 1st February [EST] in North America during the NFL Super Bowl XLIX.

The '**We're for Love**' creative platform, created in partnership with one of the world's leading creative agencies Colenso BBDO, highlights love and its many forms, by sharing real love stories captured on the streets of New York.

Michael Hill International's Chief Marketing Officer, Joe Talcott, said the company is very excited about securing highly sought after ad space during the NFL Super Bowl XLIX.

"The NFL Super Bowl XLIX is a huge event attracting a massive audience both in the USA, Canada and across the globe. Television advertising has always been a key part of the Michael Hill business strategy. Super Bowl offers us a unique opportunity to showcase our brand in front of millions of people. We've been working on this campaign for over a year now and have invested a substantial amount in the development of the platform – so to be able to launch it in key markets during the Super Bowl is very exciting." says Mr Talcott.

Super Bowl XLIX will see the Seattle Seahawks face off against the New England Patriots at the University of Phoenix Stadium, Arizona at 6.30pm on Sunday night (Eastern Standard Time).



Viewers in New Zealand and Australia will be treated to the first television viewing using the new global creative platform **'We're for Love'** on Sunday night (local time) 1st February, when the ad airs on all the major networks.

The Group currently has over 280 stores globally employing around 2400 staff in a variety of roles.

Click the link below to view our television ad playing in the Super Bowl - Chicago:

US: <http://youtu.be/DII9FLldQ9M>

Click the link below to view our television ad playing in the Super Bowl – Canada:

CANADA: <http://youtu.be/0puDW-cfg-U>

ENDS

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ABOUT MICHAEL HILL INTERNATIONAL

Michael Hill International was founded by Sir Michael Hill in 1979 when he opened his first store in Whangarei, New Zealand. The company's global headquarters are located in Brisbane Australia. Michael Hill Group currently has 284 stores in New Zealand, Australia, Canada and the US.

Michael Hill remains one of the few jewellery retailers with an in-house team of master craftsmen – dedicated to creating future heirlooms and keepsakes while continuously perfecting their craft.

For more than 30 years MHJ has shared its vision locally and globally with customers in New Zealand, Australia, Canada and the United States, and earned the reputation for quality jewellery along the way.

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New Zealand: www.michaelhill.co.nz

United States: www.michaelhill.com

Canada: www.michaelhill.ca

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