



DHL enters five-year multi-million pound distribution deal with News International

London, November 3, 2009: DHL Supply Chain has been awarded a multi-million pound five-year contract with News International to handle the delivery of four leading national newspapers from print plants to wholesalers across England and Wales. The deal will see DHL delivering *The Sun*, *The Times*, *News of the World* and *The Sunday Times* – amounting to over 25 million newspapers every week.

The partnership follows a 12-way competitive pitch. News International is the largest publisher of newspapers in the UK and the deal covers distribution from its four print plants, through the DHL Supply Chain network, to over 68 locations, seven days a week, 364 days a year.

The operations will be overseen by a control tower based in Edmonton, North London. This will ensure that service levels are maintained across the distribution network – critical when delivering products of such a time sensitive nature. DHL was awarded the contract based on its ability to respond to the distinct needs of the customer with a cost effective and commercially beneficial solution.

A News International spokesperson says: “DHL has proved its ability to respond to our business needs, demonstrating expertise to drive efficiencies and improve service delivery throughout our newspaper distribution process. The company’s global supply chain capabilities have given us the confidence that its strategic approach will drive further efficiencies and flexibility in our operations.”

Perry Watts, CEO of DHL Supply Chain UK and Ireland, says: “Efficiency is critical for News International’s business, which requires a high volume of newspapers to be delivered within demanding timescales. Keeping operations tight and costs low is what we do best and I’ve no doubt that our expertise will provide exceptional service standards across News International’s distribution network.”



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DHL – The Logistics company for the world

DHL is the global market leader in the logistics industry and “The Logistics company for the world”. DHL commits its expertise in international express, air and ocean freight, road and rail transportation, contract logistics and international mail services to its customers. A global network composed of more than 220 countries and territories and about 300,000 employees worldwide offers customers superior service quality and local knowledge to satisfy their supply chain requirements. DHL accepts its social responsibility by supporting climate protection, disaster management and education.

DHL is part of Deutsche Post DHL. The Group generated revenue of more than 54 billion euros in 2008.