

FOR IMMEDIATE RELEASE:

Competition is Healthy Says Lemonade Stand Queen

Hamilton, New Zealand - November 12, 2004 - Increased competition in the local lemonade stand market should be welcomed, according to the operator of popular lemonade stand "Shelly's Pure Lemonade".

12-year-old Shelly Smith has been selling her home-made brand of lemonade from the footpath in front of her parents' North Street home for 18 months and has seen the highs and lows of the trade.

"Stands come and go," says Ms Smith, "but when there are more stands around the vendors are more serious. They try harder and make a better product. That gives our customers confidence and sales go up."

In recent months the number of lemonade stands in North Street has risen from three to five. Experts believe this trend will continue, with the possibility of two or even three new stands before the end of summer.

Ms Smith feels that a stable supply of lemonade will also benefit the streets' economy.

"People know that if they are thirsty, North Street is the place to come. With plenty of lemonade stands on this street it doesn't matter if some of the vendors take a day off. The customer is never disappointed so they always come back."

Shelly Smith is a sole trader of lemonade and occasional cookies. Her stand at 223 North Street is usually open weekdays after school and weekends, except when she is playing with her friends or watching a movie.

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