

For immediate release
18 January 2011



AMAG APP DELIVERS SMART SHOPPING TO YOUR FINGERTIPS

The Australian Made, Australian Grown (AMAG) Campaign has launched a dedicated shopping application for iPhone and iPad users as part of its ongoing effort to help consumers find genuine Aussie products and produce.

The free app, *Buy Australian*, is now available to download and allows shoppers to easily identify and locate thousands of products registered to carry the most trusted and recognised country of origin symbol, making it a must-have accessory for conscientious shoppers.

“Research shows that an overwhelming majority of shoppers have a clear preference for buying locally made products, but it can be difficult to find these goods – this is where the AMAG app will be so valuable,” AMAG Chief Executive Ian Harrison says.

“Whether they’re shopping for frozen peas, clothes or furniture, online or at the supermarket, shoppers will now have access to on-the-spot and up-to-date information so they can ensure their shopping dollars are being invested back into the community,” Mr Harrison says.

The app features a listing of current AMAG licensees and thousands of registered products, as well as a virtual shopping strip where users can browse through a lolly shop, hardware store and other virtual retailers, all showcasing AMAG-registered brands.

A glossary of what ‘Australian Made’, ‘Product of Australia’ and ‘Australian Grown’ mean will enable consumers to make informed choices about the products they’re looking to purchase.

And as an added bonus, subscribers receive access to exclusive AMAG competitions and promotional offers.

The *Buy Australian* app can be downloaded free of charge from the iTunes Store
<http://www.apple.com/au/itunes/>

AVAILABLE FOR INTERVIEW

Ian Harrison, Chief Executive, Australian Made, Australian Grown (AMAG) Campaign

IMAGES

High res versions of the attached images are available upon request.

MEDIA CONTACT

Helen Jacobs, PR & Communications Executive

P: +61 3 9686 1500

E: helen.jacobs@australianmade.com.au

About Australian Made, Australian Grown: AMAG is a not-for-profit organization that raises awareness of genuine Australian goods carrying the green and gold Australian country of origin logo. The AMAG logo was conceived in 1986 and can now be found on more than 10,000 products sold here and around the world.

www.australianmade.com.au