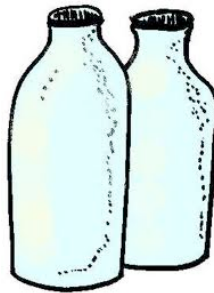
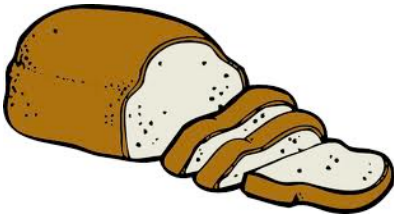


“We, the Shop Keepers of New Cross have children and families. Many of us work long hours, often late at night and are barely making a living in difficult economic times. A new Sainsbury’s Local on Lewisham Way, will take our trade and force us to close. We ask that you support us by pledging to NOT buy bread, milk or cheese from Sainsbury’s New Cross and tell the people who don’t live here NOT to kill your shops and businesses.”

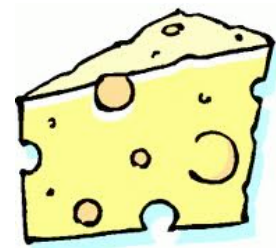
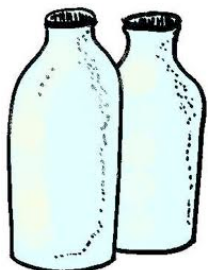
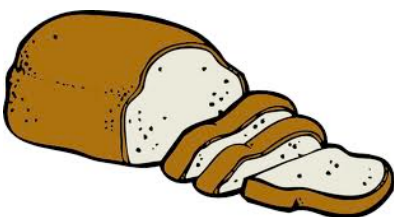
**NO TO ANOTHER SAINSBURY’S IN NEW CROSS,
YES TO LOCAL SHOPS**



“I pledge as a resident of New Cross and surrounding areas to NOT buy bread, milk and cheese from Sainsbury’s New Cross to support my local shop keepers . I ask Sainsbury’s to reconsider and NOT open a new Sainsbury’s Local on Lewisham Way, New Cross.”

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talk to my friends & family

write to Justin King, CEO Sainsbury’s

to buy no BREAD

to buy no MILK

to buy no CHEESE

| | | | | | | | | | | | | | | | | | | | |
|---------------------|--|--|--|--|--|--|--|--|--|---------------|--|--|--|--|--|--|--|--|--|
| | | | | | | | | | | | | | | | | | | | |
| First Name | | | | | | | | | | Last Name | | | | | | | | | |
| Home / Mobile Phone | | | | | | | | | | E-Mail | | | | | | | | | |
| Home Address | | | | | | | | | | | | | | | | | | | |
| City | | | | | | | | | | Postcode | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | |
| _____ Signature | | | | | | | | | | _____ Date | | | | | | | | | |

By signing this pledge, you agree to the campaign group storing your contact information for the purpose of the campaign. We will only use this information to contact you and for the purpose of handing in all signed pledges to Sainsbury’s headquarters in December 2011.

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| First Name | | | | | | | | | | Last Name | | | | | | | | | |
| Home / Mobile Phone | | | | | | | | | | E-Mail | | | | | | | | | |
| Home Address | | | | | | | | | | | | | | | | | | | |
| City | | | | | | | | | | Postcode | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | |
| _____ Signature | | | | | | | | | | _____ Date | | | | | | | | | |

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