



FOR IMMEDIATE RELEASE

London Drugs Releases Black Friday Deal Highlights

NOVEMBER 20, 2017, RICHMOND, B.C. – Canadian retailer London Drugs has released a preview of its Black Friday sale, revealing some of the lowest prices of the year on must-have products for the holidays. Hundreds more door crusher specials remain top secret until November 23rd.

The retailer is paying close attention to Black Friday sales both in the U.S. and in Canada to ensure it matches or beats prices on the most popular items.

“London Drugs’ trusted pricing, satisfaction guarantee, price matching policy and hassle-free returns means our customers can shop at London Drugs with the confidence knowing they are getting the very best price and service on the products we sell,” says Clint Mahlman, London Drugs executive vice president and chief operating officer.

London Drugs’ Black Friday highlights include:

Tech

- § [Sony PlayStation 4 with NBA 2K18 Hardware Bundle](#) is \$279.99 (regular price is \$379.99)
- § Flip Dash Cam is \$19.99 (regular price is \$39.99)
- § [Fitbit Charge 2](#) for \$129.95 (regular price \$199.99)
- § [LG 55-in OLED 4K UHD Smart TV](#) is \$1,999.99 (regular price is \$2,999.99)
- § [Samsung Galaxy Tab A Tablet 8 Inch](#) is \$179.99 (regular price is \$299.99)

Kitchen & Home Appliances

- § [KitchenAid Pro 600 Series 6 Quart Stand Mixer in Empire Red](#) for \$297.99 (regular price is \$749.99)
- § [SodaStream Jet Sparkling Water Maker](#) + Free Syrup for \$59.99 (regular price is \$89.99)
- § [Breville Barista Espresso Machine in Sesame Black](#) for \$499.99 (regular price is \$799.99)
- § [Bissell Commercial Pro Vacuum](#) is \$149.99 (regular price is \$599.99)
- § [Ninja Professional Blender](#) is \$79.99 (regular price is \$144.99)

Health & Beauty

- § 40% off Webber & Jamieson brand vitamins
- § 20% off Neutrogena skincare
- § [Philips Series 5000 Dry Electric Shaver](#) is \$99.99 (regular price is \$139.99)
- § Bionaire Air Purifier is \$249.99 (regular price is \$349.99)

The sale runs almost one week starting online www.LondonDrugs.com at 9 pm PST on Thursday November 23rd until Wednesday November 29th with shipping offered anywhere in Canada.

London Drugs’ will match any Canadian competitor’s advertised price on identical products for up to 30 days from the date of purchase. Knowledgeable, well-trained store staff are empowered with iPads to assist with price comparisons and help customers make the best decisions.

“We’re focused on making shopping less complicated for our customers each and every visit and that means our staff go above and beyond for our customers even on the busiest days of the year,” says Mahlman.

Here are three more reasons to shop Canadian retailers this Black Friday and Cyber Monday:

1. Throughout the year, Canadian retailers are constantly working to exceed the expectations of Canadian customers, competitively pricing consumer electronics relative to the U.S. In fact, London Drugs’ vendor partners in Canada are providing a more extensive list of Black Friday deals than they ever have before.
2. Many high tech products and items like kitchen appliances purchased in the U.S. are only serviceable in the U.S.; something customers need to be aware of in case a problem occurs. When shopping at London Drugs, customers have warranty and service at their fingertips, with no hassle.
3. Cross-border shoppers often spend a large chunk of time sitting in traffic, burning expensive fuel. With virtually all Canadian retailers now embracing Black Friday, the majority of the same products and deals can be found locally.

ABOUT LONDON DRUGS

Founded in 1945, B.C.-based [London Drugs](#) has 80 stores in more than 35 major markets throughout British Columbia, Alberta, Saskatchewan and Manitoba including its online store www.londondrugs.com London Drugs offers consumers a range of products from digital cameras and cosmetics to computers and televisions. Renowned for its creative approach to retailing, the company employs more than 7,500 people with pharmacy and health care services being the heart of its business. Committed to innovation and superior customer service, London Drugs has established itself as a reputable and caring company and continues to position itself for future growth and development. For more information, visit www.LondonDrugs.com.

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