

# Bricks and Mortar Retailers Continue to Tumble

DFO Fighting to Survive

Melbourne, AUSTRALIA, 18th August 2010-- Melbourne entrepreneur and businessman Ruslan Kogan today slammed traditional bricks and mortar retailers for failing to innovate in the face of a changing marketplace. "Today's collapse of supposed 'direct' bricks and mortar retailer DFO shows that traditional retailers which fail to innovate are doomed to fail." Some archaic businesses are slowly realising that they can't operate like they did twenty years ago and still survive. We saw this last week when Bing Lee finally launched an online store. "When Clive Peeters collapsed I said you would start seeing more and more bricks and mortar retailers falling into receivership. DFO's demise is just the tip of the iceberg." Gerry Harvey and I exchanged words about this last week on Today Tonight, and you can see my direct challenge to him for a live debate on the state of the industry on our website: <http://bit.ly/harveyvskogan> "I am surprised the ACCC never called DFO up on using the term 'direct'. I think it may have been misleading and deceptive conduct. It is clear that customers can decide on their own accord what is direct and what isn't. The only real direct businesses out there are online," Ruslan Kogan said. Ruslan Kogan is available for interview today. To arrange this please contact: Vuki Vujasinovic 0422 492 660 [vuki@kogan.com.au](mailto:vuki@kogan.com.au)

About Kogan Technologies  
Kogan Technologies is a wholly Australian owned and operated manufacturer and retailer of consumer electronics. Specialising in LCD and LED TVs, Blu-ray players, digital photo frames, PVRs, and digital video cameras, Kogan brings the best technology direct to consumers at unbeatable prices. By cutting out the middle men and selling direct through [www.kogan.com.au](http://www.kogan.com.au), Kogan smash the competition on price. We regularly talk to our customers through our blog and Twitter, and release products based on these conversations.

BRW 2010 Fast Starters list  
BRW 2009 Fast Starters list  
BRW 2009 Young Rich List  
T3 magazine most influential people in technology  
The Age Top 100 most influential people in Melbourne  
Ernst & Young Entrepreneur of the Year, Young Category, Southern Region