

Celebrate the 2011 Brit Awards Winners with Sainsbury's Entertainment's Great Deals

Sainsbury'sEntertainment

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This year's big winners at the annual Brit Awards have been announced and no doubt the winners will still be celebrating, winners such as Tinie Tempah, Plan B and Mumford and Sons are now on offer at Sainsbury's Entertainment at great prices sure to impress.

Today marks the launch of Sainsbury's Entertainment's big 'Winners and Performers CDs from £3.99' promotion where many of this year's hottest [audio cds](#) are now available at incredibly low prices in light of the awards ceremony held at the O2 Arena in London last night.

Some of the highlights of the promotion include Tinie Tempah available at market leading £6.99 and even better Mumford & Sons Album of the Year 'Sigh no More' for only 3.99. With Laura Marling and Adele also both available for £3.99, these prices are perfect for music lovers that may still not have bought these award winning artists.

Pete Selby, Online Music Manager at Sainsbury's Entertainment said, "This year's crop of musical talent has been immense as the Brit Awards has pointed out, with acts such as Plan B and Take That proving British music is still a force to be reckoned with! Following the incredible show last night we're expecting to see a great reaction on line today with early indicators already suggesting over 400% week on week growth for Tinie Tempah and Take That as well as continued success for Adele after her breathtaking performance"

"At Sainsbury's Entertainment our aim is to make sure that our customers get the best possible price on the latest in not only music but also the latest [DVD releases](#), books and [new computer games](#). With this promotion hopefully this year's winners as well as performers such as Adele will gain even more fans."

Sainsbury's Entertainment is the entertainment branch of the UK Supermarket Sainsbury's and sells a wide range of movies, music, books and games at market leading prices. With a website that allows customers to buy the latest releases as well as pre-order upcoming products and get free UK delivery Sainsbury's Entertainment aims to become the one-stop shop for all things entertainment. There is also the ability to earn Nectar points on purchases made online too for additional savings and benefits.

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