



ABN 98 084 370 669

February 18, 2015

ASX Market Announcements
ASX Limited
20 Bridge Street
Sydney NSW 2000

YOWIE ACHIEVES NATIONAL RANGING IN U.S. SAFEWAY

Yowie Group Ltd (the “**Company**” or “**Yowie**”) is pleased to announce the Yowie confectionery product will launch into 1318 Safeway stores nationally across the U.S. from March.

Yowie product ranging will commence in store from March across checkout stands in Safeway stores in Northern California, Washington, Arizona, Colorado and the U.S. North East. The number of check-out stands per store is in process of being confirmed as merchandising and display aspects are finalized. Distribution has already begun to Safeway stores with orders in the process of dispatch.

Safeway Inc. which operates Safeway, Vons, Pavilions, Randalls, Tom Thumb, and Carrs stores, is a Fortune 100 company and one of the largest food and drug retailers in North America based on sales. The company operates 1,326 stores in the United States and Canada across 20 states and the District of Columbia and had annual sales of \$35.1 billion in 2013. Safeway supports a broad range of charitable and community programs and has donated more than \$250 million to cancer research, education and hunger relief. The company employs approximately 138,000 employees.

As Yowie is rolled out across the Safeway stores, store location updates together with mapping guidance will be provided at www.yowieworld.com in the top navigation bar under ‘Where to Buy’.

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The company is delighted to have achieved national ranging in Safeway stores as this provides further endorsement of the company's strategic approach to the U.S. market, the commitment of the Yowie North America team, together with the power of the Yowie brand in one of the most competitive retail markets in the world and the brand's potential in a global marketplace.

Yours sincerely



Wayne Loxton
Executive Chairman
Yowie Group Ltd

About Yowie

Yowie Group Ltd is a global brand licensing company specializing in the development of consumer products designed to promote learning, understanding and engagement with the natural world through the adventures and exploits of six endearing Yowie characters. Educating children and adults about the environment and ecology is at the heart of the Yowie proposition.

Yowie Group employs its company-owned intellectual property rights in the outsourcing of the manufacturing and distribution of the Yowie chocolate confectionery product and in the development of a Yowie digital platform and Yowie branded licensed consumer products. The Company's vision for the Yowie brand includes distribution of Yowie product in North America, with further expansion planned into Australia, New Zealand and throughout Asia, where the Yowie brand is known and brand equity remains strong, even with the brand not having been active in the market for around eight years. Expansion into Europe and the Middle East are key strategic priorities for a second-stage brand rollout.

Yowie Group Ltd was first listed on the Australian Securities Exchange www.asx.com.au in December 2012 under code name 'YOW'. The Company's registered head office is in Perth, Western Australia.

For more information on the company go to www.yowiegroup.com
The Yowie consumer website can be found at www.yovieworld.com

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