

Level 4
The Read Buildings
16 Milligan Street
Perth WA 6000
Ph: +61 8 9321 4000
Fax: +61 8 6314 1602

14 October 2009

FOR IMMEDIATE RELEASE

The Company Announcements Platform
Australian Securities Exchange
Level 4
20 Bridge Street
SYDNEY NSW 2000

By e-lodgment

Dear Sir/ Madam

ACQUISITION OF GOLD EXPLORATION PROJECT

Consistent with its strategy to consider investments in other fields Apollo Consolidated Limited (ASX: AOP, "Apollo" or "Company") is pleased to announce that it has acquired an 80% interest in the **Rebecca Gold Project** located in the southern Laverton Tectonic Zone (LTZ), 150km east of Kalgoorlie, WA. The LTZ is a regional scale shear/fault system that has proved to be one of the more productive gold trends in the WA Goldfields. The northern portion of the LTZ hosts the Sunrise-Cleo, Wallaby, Lancefield and Granny Smith gold camps (Figure 1), that have a combined gold endowment of well over 20Moz.

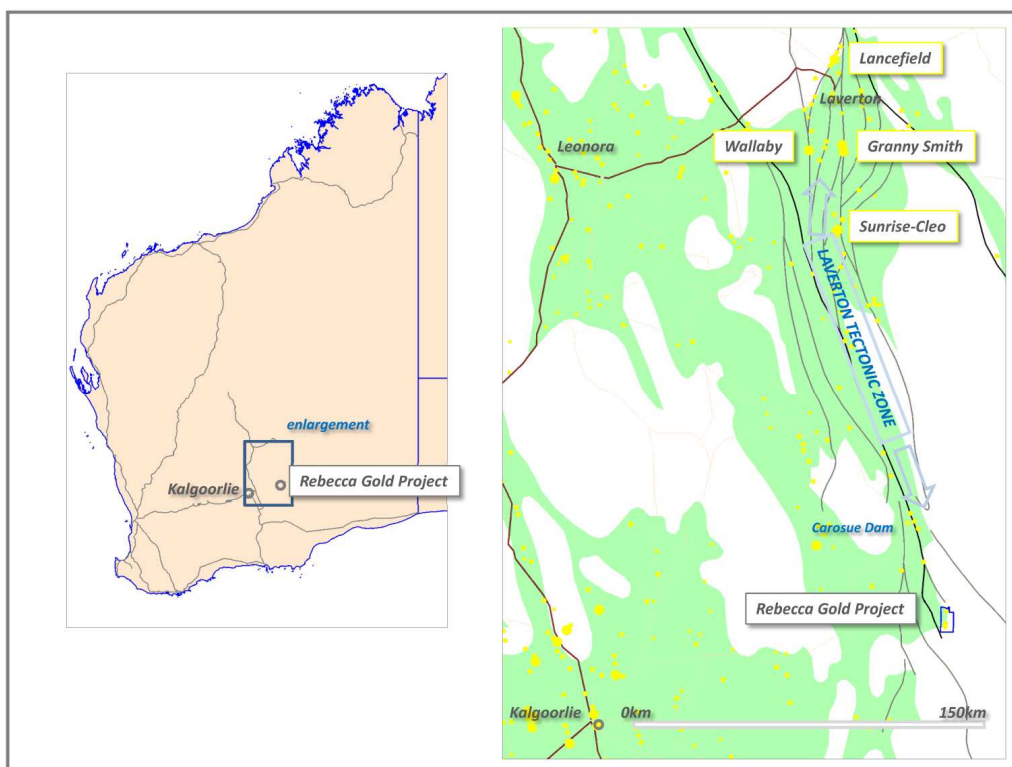


Figure 1.
Rebecca Gold Project
Location Diagrams

The Rebecca project is characterised by sulphide-rich structural lodes within exceptionally broad zones of >0.10g/t Au bedrock gold anomalism. Previous wide-spaced RC drilling has identified three key areas **Redskin**, **Duke** and **Bombora** (Figure 2), each of which have returned encouraging gold intercepts that remain open at depth and along strike.

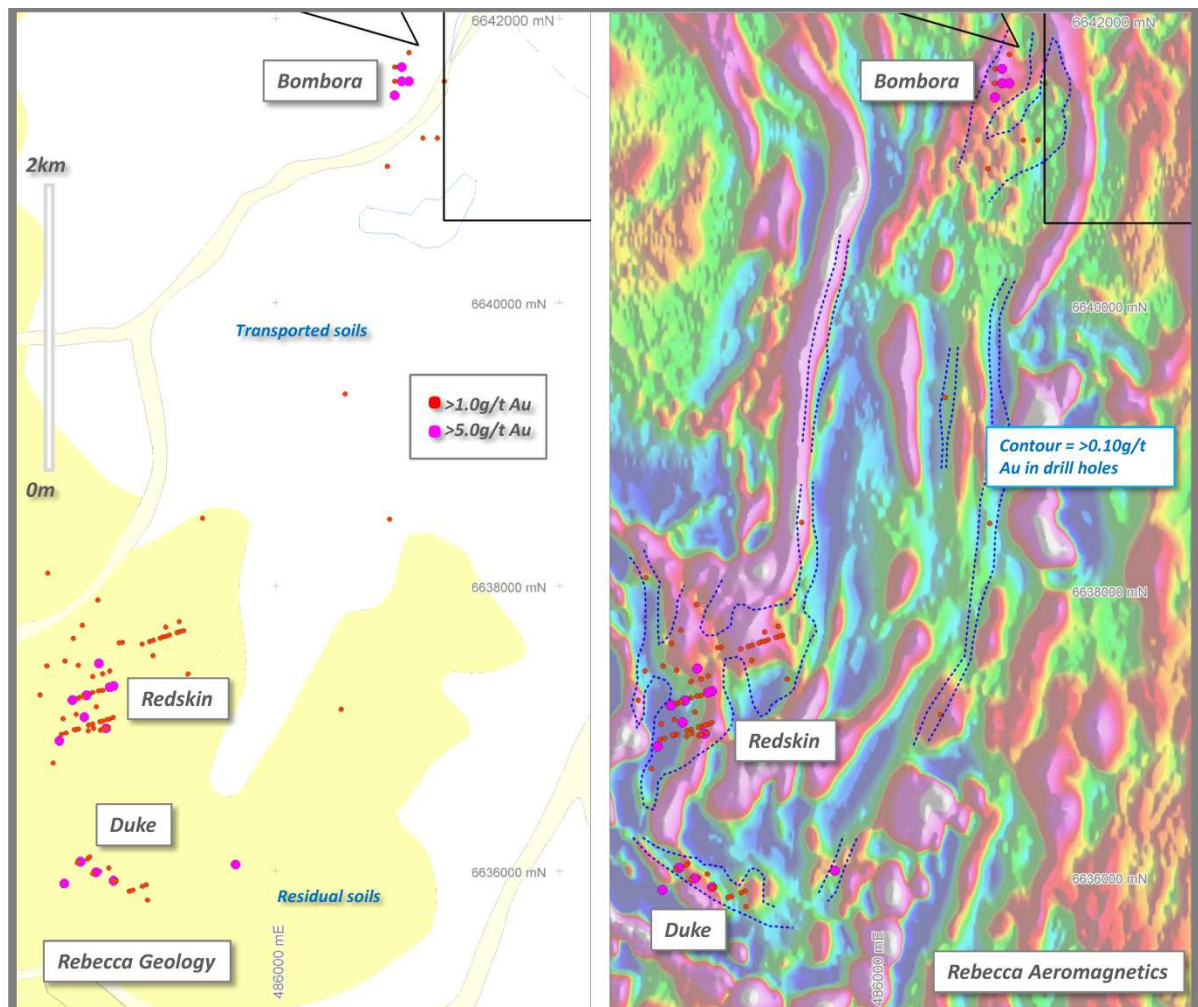


Figure 2. Rebecca Gold Project – Mineralised Drillholes (peak downhole gold assays)

Mineralisation is contained within gneissic rocks below a shallow, variably-leached oxidation profile. There are host-rock and some alteration similarities to Tropicana (>5Moz) and Westonia (1.5Moz) in WA and the high-grade Challenger deposit in the Gawler Craton.

Apollo believes the project presents several strong exploration opportunities:

- Definition and step-out drilling within the Redskin, Duke and Bombora mineralised zones
- Infill drilling to locate high-grade shoots within the known mineralised trends
- First-pass testing along structural corridors evident in aeromagnetic imagery, particularly in the soil-covered area between Redskin and Bombora
- Potential to bring mineralisation into JORC resource status

Exploration activities will commence immediately, initially through infill auger geochemical sampling and geological targeting.

Ellipse

As set out in a recent announcement, development has already taken place with the Ellipse Skin Science range of products. A test-marketing program has been developed which is based on an e-commerce platform and will be implemented in the lead up to the Christmas period.

Appropriate advertising will be used to drive customers to the web site during this testing phase. The objective of the web site is to provide information and to facilitate purchase options. Media ads are currently being developed and the web site is currently being altered to allow for this e-commerce capability.

Apollo's Intradel technology will be the unique selling proposition used and will form the basis of promotion to a competitive marketplace. The web site will also offer Ellipse Skin's other products, which feature micro emulsion and oil/water emulsion technologies.

Yours faithfully

APOLLO CONSOLIDATED LIMITED



Alex Neuling
Secretary

The information in this ASX Release that relates to Exploration Results, Minerals Resources or Ore Reserves, as those terms are as defined in the 2004 Edition of the "Australasian Code for Reporting of Exploration Results, Mineral Resources and Ore Reserve", is based on information compiled by Mr. Nick Castleden, who is a director of the Company and a Member of the Australian Institute of Geoscientists. Mr. Nick Castleden has sufficient experience which is relevant to the style of mineralisation and type of deposit under consideration and to the activity which they are undertaking to qualify as a Competent Person as defined in the 2004 Edition of the "Australasian Code for Reporting of Exploration Results, Mineral Resources and Ore Reserve". Mr. Nick Castleden consents to the inclusion in this ASX Release of the matters based on his information in the form and context in which it appears.