150 Stirling Highway, Nedlands, Western Australia 6009 PO Box 1156, Nedlands, Western Australia 6909 Telephone: (08) 9389 8033 Facsimile: (08) 9389 7871 web: www.advancedshare.com.au

09 June 2009

Company Announcements Manager Australian Stock Exchange Limited 4th Floor 20 Bridge Street SYDNEY NSW 2000

"Transmitted Electronically"

Dear Sirs,

Re: Media Release / Website

Attached is a "Media Release" and explanatory letter being forwarded to clients of Advanced Share Registry Limited today.

Yours faithfully,

ALAN C WINDUSS Company Secretary

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Media Release 09 June 2009

Major system upgrade positions Advanced Share Registry as leader within registry space

Western Australian based national share registry provider Advanced Share Registry Limited (ASX: ASW) ("Advanced Share Registry" or "the company") is pleased to announce it has introduced a new set of web tools, offering a sophisticated share registry website solution for Australian shareholders and companies listed on the ASX.

The new software offered exclusively to Advanced Share Registry clients, will provide high level access to securityholder records for investors and companies revolutionizing the way on-line share registry records are managed.

Managing director Kim Chong commented: "No longer are share registries just custodians of title for shareholders and companies. We now offer companies access to sort and examine their shareholder data in any manner they chose, allowing for much better understanding by directors of their shareholder base. Equally, shareholders of our listed companies get systematic access to their own transaction histories allowing for easy tracking of holding changes for tax and other purposes.'

Companies can choose to receive a suite of reports and also ask for email or text message notification of changes to large shareholdings, protecting against fraud and potentially warning of takeovers. They will be able to track meeting proxy voting online and plan capital raisings with the flexibility of using BPay.

Shareholders can review all their different share holdings at once, (subject to the companies being managed by Advanced) and chose to review the whole of the transaction history in particular company, rather than only the most recent 2 year time frame offered by other registries.

The exclusive service enables shareholders to make global or individual choices for receipt of annual reports and advice of change of addresses and banking instructions, saving time and ensuring that holdings are not overlooked.

To view the brochure detailing the range of functions available please see attached.

Ends

For further information please contact:

Mr Kim Chong
Managing Director
Email:k.chong@advancedshare.com.au
Ph: +61 8 9389 8033

More information can be found by visiting the company website www.advancedshare.com.au

About Advanced Share Registry Services

The Company owns the Advanced Share Registry Services business based in Perth, Western Australia that provides registry services to listed and unlisted clients on a state and national basis. The business has built its registry operations through its reputation and delivery as an efficient, cost effective service provider, especially for smaller companies. In 1996, the business commenced with a starting base of 6 clients and has grown to service over 170 clients in locations throughout Australia, including Queensland, Victoria, New South Wales and Western Australia and Asia Region. As an ASX listed company it has a track record of profits and pays a 6 monthly franked dividend.



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9 June 2009

Dear Valued Client

ADVANCED SOFTWARE AND PRODUCT UPGRADE

We are launching our upgraded Registry product for **FREE!** with more functionality.

Better and more powerful access to your shareholders. More tools for effective and efficient capital raisings, management of corporate actions, shareholder communications and analysis.

Shareholders will also have improved accessibility in managing their holdings. All these powerful services are delivered through a new look, user friendly, web-based interface.

We have attached some examples of what you can do with your registry. Better still, logon and try it first hand.

Don't hesitate to call your account manager if you get "stuck" and need a little hand in maneuvering through some of the new functionalities and release the power of your shareholder base.

Yours sincerely

KIM CHONG Managing Director



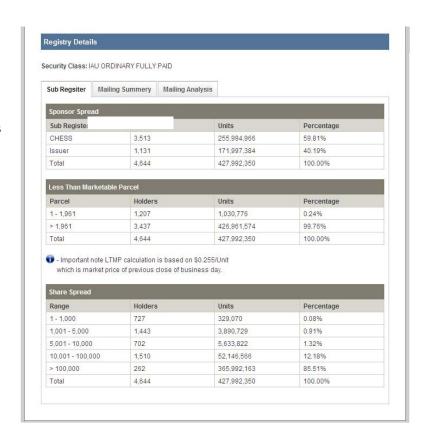
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RAISE MORE MONEY!

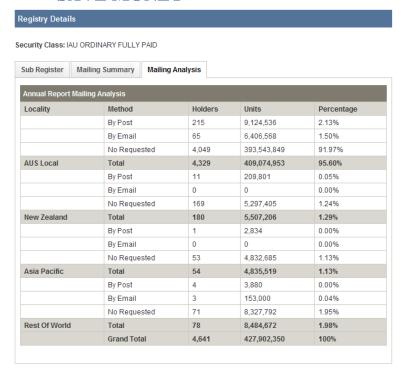
In the current climate, we all know what an extra dollar will do. Rights issue or SPP? A quick glance at your Sub Register screen and you get an idea of the spread of shareholders.

When you get those application forms out, don't forget to organize with us BPay functionality. Every extra tool is made available to make it easier for shareholders to participate in the entitlement issue.

With BPay, applications can be processed quickly and efficiently - no lost cheques, no waiting for cleared funds, more dollars raised.



SAVE MONEY

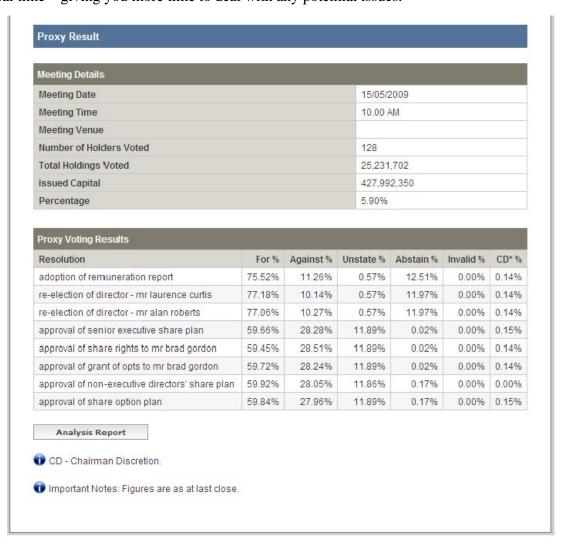


Is it time to do a campaign to get more shareholders across to paperless communications? Besides the trees, think of postage, printing and handling costs you can save.

| Say 1,000 shareholders change | |
|-------------------------------------|-------------|
| Cost to print per one annual report | \$10.00 |
| Postage | \$2.75 |
| POTENTIAL SAVINGS | \$12,750.00 |

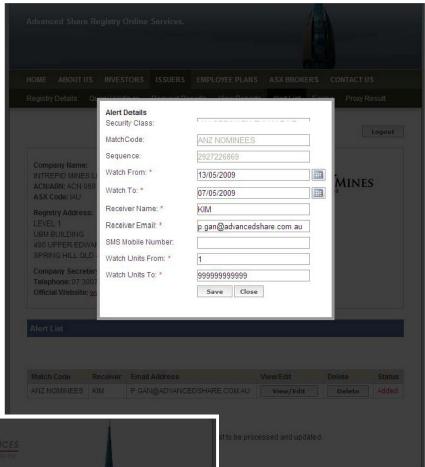
Keep Track of Proxies

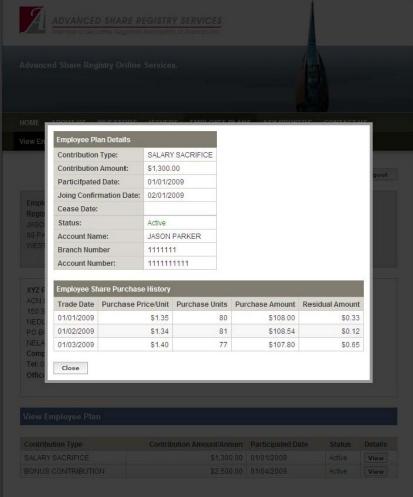
Shareholders can vote their proxies online. As issuer, you can watch shareholders response in real time – giving you more time to deal with any potential issues.



Keep Track of Strategic Stakeholders

Want to get an SMS about stock movements for your stakeholders? Set your parameters and get SMS alerts.





Manage your Employee Share Plan

We have a customizable ESP module to keep your employees "sticky".

Enhanced Shareholder Functionalities

1 2 3 4 5 6

Shareholders have enhanced access to track all their shareholdings with Advanced Share Register.

Whether it is working it out their current holdings, tax year end balances, capital gain calculations or simply the latest valuations, these are all easily accessible with the new look enhanced website.

