

# **HEADLINE**

---

*Group Limited*

**Registered Office: C/- McBurney & Partners, Level 10, 68 Pitt Street, Sydney, NSW 2000**  
**Telephone: (02) 9230 0808; Facsimile: (02) 9230 0807**

1 September, 2009

**For immediate release to the market**

## **Appointment of New Director**

Please see attached letter to the shareholders from the Company's Chairman regarding the appointment to the Board of Donald Ross Bartlett.

**Headline Group Limited**



**Ian Gordon**  
**Company Secretary**

Dear Shareholder,

The Headline Group ("HLD") board is very pleased to announce the appointment of Donald Ross Bartlett to the Board. With our recent transaction with Kids Central and investment into the launch of Mothercare Australia, Ross brings deep industry experience and a wealth of retail merchandising and marketing expertise to HLD's new venture.

Ross's past senior management roles & retail experience include Coles Myer as General Manager Merchandise & Marketing for Kmart, and responsibility for Strategic Planning, Buying & Brand management for Australasia. His teams were responsible for the creation & development of such brands as Jackaroo and Australia's Choice. Ross's experience will make a substantial contribution to the Board as it works to accelerate the launch of Mothercare and expansion of Kids Central across Australia.

We welcome Ross as a member of the HLD team.

Kind regards,

Gordon Elkington