



ADVANCED SHARE REGISTRY LIMITED

Member of Securities Registrars Association of Australia Inc. ABN 14 127 175 946

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 December 2010

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

“Transmitted Electronically”

Dear Sirs,

Re: Half Yearly Profit Advice

Please find attached Half Yearly Profit Advice.

Yours faithfully,

ALAN C WINDUSS
Company Secretary



ADVANCED SHARE REGISTRY LIMITED

ACN 127 175 946

ASX Release 9 December 2010

Head office:

150 Stirling Highway
Nedlands WA 6005
T +61 8 9389 8033

ASX Code: ASW

Capital Structure:

Shares: 42.4m

Options: nil

Share price: \$0.94

Market capitalization: \$39.85m

Annual dividend: 3.6cents

Board of Directors:

Simon Cato – *Chairman*

Kim Chong – *Managing
Director*

Alan – *Non-executive
Director/
Company
Secretary*

Alvin Tan – *Non-executive
Director*

About ASW:

Advanced Share Registry Limited provides registry services to listed and unlisted clients on a 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. The Company has a track record of profits and pays a 6 monthly franked dividend. In April 2010, the company opened its Sydney office and will continue to look towards national expansion.

Half Yearly Profit Advice

The Company is very pleased to advise that it is expected that the pre-tax operating profit for the half year to December 31st 2010 will be approximately \$1,400,000 (2009: \$1,265,733).

The Directors are intending to recommend a fully franked interim dividend of 1.85c out of the profits to December 31st 2010 (Interim Dividend for December 31st 2009: 1.75c)

During the period under review, the Company's operating costs have marginally increased mainly in areas of payroll and rent. These expenses were incurred as part of the Company's planned expansion, both locally and in the Eastern States, where we have established a representative office in Sydney.

The Directors are confident of a solid full year performance by the Company, assuming economic conditions remain stable.

**Alan Winduss
Company Secretary**