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

27 January 2010

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

"Transmitted Electronically"

Dear Sirs,

Re: Half Year Profit – Dividend Advice

Please find the attached Half Year Profit – Dividend Advice in respect of the Company's expected financial performance to 31 December 2010.

Yours faithfully,

ALAN C WINDUSS Company Secretary

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ADVANCED SHARE REGISTRY LTD

Half Year Profit -Dividend Advice

Subsequent to the preliminary profit advice that was made to the market on in December 2009, the Company is pleased to advise that the half yearly profit attained before taxation is \$1,285,800.

This profit is still subject to a final audit review but the Directors are not aware of any likely changes to this figure.

The Directors are proposing to recommend a fully franked Interim dividend of 1.75c per ordinary fully paid share.

It is proposed that the dividend will be paid on 8th March 2010.

As stated in the December Preliminary Advice, because of the cyclical nature of the Share Registry business, it will be that the interim dividend will in nearly all instances, be of a larger quantum than the final dividend.

Shareholders and investors will see from the Half Yearly Report which is expected to be released in mid-February that the Company is in a solid financial position with over 3.5 million cash on hand and debt free.

The Directors, having regard to the improved economic conditions are very confident in respect of the future performance of the company.