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INTERNATIONAL COAL VETERAN APPOINTED AS MANAGING DIRECTOR AND PROPOSED CAPITAL RAISING

- **Senior coal industry figure Mark Earley appointed as Managing Director**
- **C@ to review coal industry opportunities**
- **Renounceable rights issue to raise approximately \$1.5 million, to be underwritten**

The Directors of C @ Limited (“CEO” or the “Company”) are pleased to announce that they have entered into an Executive Service Agreement for the appointment of Mark Earley as Managing Director of the Company subject to shareholders’ approval of the options forming part of his remuneration and the successful completion of a capital raising of not less than \$1.5 million.

Mark has significant experience in both the domestic and international coal industry with a strong background in operations, project development, mine management and senior advisory roles.

CEO intends to offer shareholders an opportunity to participate in a renounceable rights issue to subscribe for three (3) new shares for every four (4) shares held, at an issue price of \$0.008 per share, to raise up to \$1,574,662 before costs. Patersons Securities Limited is acting as lead manager to this issue and intends to underwrite the offer.

APPOINTMENT OF MANAGING DIRECTOR

Mark has over 30 years experience in the coal industry in the key areas of operations, project development, mine management and senior advisory roles. Mark has also been involved in greenfield mine developments in both Australia and Indonesia, has advised on several successful start-up projects and holds a masters degree in mining engineering.

Mark’s technical, project development and commercial skill set has seen him work and lead teams on significant coal projects throughout the world.

Most recently Mark held the position of Executive Director of Barlow Jonker Pty Ltd, one of the world’s leading coal advisory and research firms. In his role Mark led the significant growth in the company’s global advisory services by focusing on due diligence and asset screening which he aligned with the company’s existing coal pricing and market review work undertaken for its global client base that included mining companies, non miners, banks and institutional investors.

Some of his advisory roles included leading the independent due diligence for Banpu Public Company Limited (Thailand) on the Daning Mine in Southern Shanxi, China and technical lead for the World Bank’s audit of Vietnam National Coal Corporation.

Previously Mark held senior positions with Oakbridge Pty Ltd including the role of Head of Business Development, General Manager of the Clarence Colliery (NSW) and Manager of the Baal Bone open cut mine (NSW).

Other prior operational roles include development of one of the early Indonesian coal projects, the Petangis Coal Mine with Henry Walker (Indonesia) and initial development of the Stratford Mine in Gloucester Basin (NSW).

The Company has entered into a conditional Executive Service Agreement (“**ESA**”) to appoint Mark as Managing Director on the following terms:

- Remuneration: \$300,000 per annum plus statutory superannuation
- Term: Ongoing until terminated in accordance with the ESA
- Option Incentives: The issue of the following unlisted options over ordinary shares in CEO, subject to shareholder approval:
- (a) 32,130,000 options exercisable at \$0.01 per option, expiring three years from the date of issue;
 - (b) 6,885,000 options exercisable at \$0.01 per option, expiring three years from the date of issue, subject to the traded shares of the Company attaining a 30-day volume weighted average closing price of \$0.012 or more per share; and
 - (c) 6,885,000 options exercisable at \$0.01 per option, expiring three years from the date of issue, subject to the traded shares of the Company attaining a 30-day volume weighted average closing price of \$0.014 or more per share.
- Cash Bonus: Upon the Company successfully completing an acquisition of a material project, subject to Board approval, a one-off cash bonus being 50% of annual remuneration.
- Termination: The Company can terminate for cause with no additional payments. The Company may terminate without cause by paying 6 month’s annual remuneration.

Mark’s appointment is conditional on shareholder approval of the options forming part of his remuneration and the successful completion of the renounceable rights issue, raising not less than \$1.5 million before costs.

CEO will dispatch the Notice of Meeting to shareholders shortly, which will include an explanatory memorandum regarding the resolution to appoint Mark as a Director of the Company and to approve the issue of options to Mark as per the ESA.

PROPOSED CAPITAL RAISING

The full terms and conditions of the rights issue will be detailed in a prospectus to be lodged with ASIC in the coming weeks. Patersons Securities Limited is acting as lead manager to this issue and intends to underwrite the offer.

The funds raised by the rights issue will be used to supplement working capital and review coal industry opportunities.

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Director

About C@

C @ Limited is an ASX listed company currently involved in the distribution of optical frames and lenses. It has 262,443,600 fully paid ordinary shares on issue and 170,884,115 listed options exercisable at \$0.01 each, expiring in April 2012. The company has approximately \$1M is cash (pre rights issue) and has no debt or material liabilities. C@ has been investigating further investment opportunities to supplement it current core business.