



DAVID JONES REPORTS 1Q11 SALES UP 3.2%

- **1Q11 Total & LFL Sales up 3.2%** on a statutory weeks basis (\$452.1 million in 1Q10 to \$466.6 million in 1Q11)
- **1Q11 Total & LFL Sales up 1.2%** on an adjusted calendar weeks basis (\$460.9 million in 1Q10 to \$466.6 million in 1Q11)
- Newly redeveloped Bourke St Mall Melbourne flagship stores are trading strongly – in other stores trading has been relatively flat as per the Company's Guidance
- Best performing categories are **Womens Accessories, Menswear and Home Furnishings**
- For the first time in many years all of the **Company's flagship CBD stores** are **trading uninterrupted by disruption**
- The David Jones **online business was successfully launched on 2 November 2010**, in time for Christmas.
- **Well prepared** to capitalise on the all-important gift giving Christmas & Clearance trading

David Jones Limited (DJS) today reported **Total and Like-for-Like (LFL) Sales revenue of \$466.6 million** for the first quarter of the 2011 financial year (**1Q11**) being the period 1 August 2010 to 30 October 2010 (versus \$452.1 million: 26 July 2009 to 24 October 2009). This represents **3.2% Total and LFL Sales growth** on 1Q10 using the statutory reporting periods for both 1Q11 and 1Q10.

The FY11 reporting period started one week later than FY10 due to FY10 being a 53-week year. Comparing the Sales for 1Q11 to the same calendar weeks in 1Q10 (ie. 2 August 2009 to 31 October 2009) the Total and LFL Sales increase was 1.2%.

David Jones CEO Mr Paul Zahra said, "If you adjust for the trading benefits of our newly redeveloped Bourke Street Mall stores, our 1Q11 LFL Sales were slightly negative (based on the same calendar weeks comparison), which is broadly in line with our guidance of flat sales for 1H11. Consumer shopping behaviour is still patchy and we have seen significant deflation in Televisions. We have had good sales performances in Womens Accessories, Menswear and Home Furnishings, particularly in Manchester.

"There has been no discernable trend in sales on a state by state basis, however I am pleased to report that for the first time in many years all of our CBD flagship stores are now trading uninterrupted by disruption. This holds us in good stead in the lead up to the all-important Christmas trading period.

"I am also pleased to report that our newly redeveloped Bourke Street Mall Melbourne flagship stores are trading strongly with customers embracing our unique offering of the best national and international brands.

"The refurbishments of our Kotara (NSW) and Wollongong (NSW) stores were completed in October, in time for Christmas, and the redevelopment of our Claremont (Perth) store is on track to be completed by February 2011," Mr Zahra said.

DAVID JONES



The Company launched its new online business on 2 November 2010, in time for Christmas trading. The online store currently offers over 1,500 products across categories such as Beauty, Fragrance, Body Care, Accessories, Toys, Homewares, Books, Small Appliances and the always popular, Christmas Hampers and David Jones Gift Cards.

The David Jones online business will extend beyond Christmas and will evolve with the addition of further products on the site over time.

Mr Zahra said, "We recognise online shopping as an opportunity for our business and have taken a measured approach to investing in and building this business.

"On a broader level, we are well prepared to capitalise on the natural opportunities that arise for our department store business at Christmas given we are a major gift buying destination offering items available at no other department store.

OUTLOOK

Mr Zahra concluded, "There are some key positive factors that we are looking forward to in 2Q11:

- our Bourke Street Mall stores' redevelopment has been completed;
- all of our CBD flagship stores will be trading (for the first time in many years) uninterrupted by disruption;
- we are broadly trading in line with our Sales Guidance despite an unseasonably wet and cool start to the summer season;
- we have launched our new David Jones American Express value proposition focusing on everyday spend; and
- we have launched our new online retail site.

"Given consumers remain conservative in their spending, it is too early for us to provide any guidance update until after we have traded through the all-important second quarter, which is the key component of our Company's first half profit.

"We do however reconfirm our Profit after Tax Guidance for FY11 of 5% -10% growth," Mr Zahra said.

ENDS

FOR FURTHER INFORMATION CONTACT:

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Notes:

The Sales numbers quoted in this ASX Release have not been adjusted to take into account changes to the provisions for returns or lay-by. These changes are required under Australian Accounting Standards and will be reflected in the half year-end Sales figures in the Company's Income Statement. Any change is expected to be immaterial.

Like-for-like (LFL) includes stores open and trading for more than one year.

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