



For Immediate Distribution

18 June 2010

DAVID JONES ANNOUNCES APPOINTMENT OF NEW CEO

The David Jones Limited (DJS) Board today announced the appointment of Mr Paul Zahra to the role of Chief Executive Officer (CEO) of the Company, effective immediately. Mr Zahra replaces Mark McInnes as CEO and will also join the Board of Directors of David Jones.

Mr Zahra has 28 years retail experience and has been part of the David Jones management team for 12 years. He played an integral role in the turnaround of the Company since 2003 and in the development and implementation of the Company's subsequent Strategic Plans.

The other members of the management committee all retain their existing roles and are committed to working together for the ongoing success of the Company.

David Jones Chairman Mr Robert Savage said, "Paul brings a wealth of retail experience to his new role having had senior management positions across the breadth of David Jones' business including in Buying, Stores, Visual Merchandising, Operations, Customer Service, Supply Chain and Store Refurbishments. Prior to being appointed CEO Paul was the Group General Manager of Stores & Operations.

"I am delighted that the depth of our management team and our internal succession planning has enabled us to appoint an internal candidate. Given Paul's in depth knowledge of all facets of our business and that he will continue to work closely with Finance Director Stephen Goddard, gives us confidence the CEO transition process will be smooth," Mr Savage said.

Prior to joining David Jones Paul worked with Stephen Goddard in setting up the Officeworks Superstores business and before that Paul held management roles at Target Australia for seven years.

Mr Zahra said, "I am delighted to be working with Stephen and my colleagues on the Management Committee. We have a long and successful track record of working together as a team. I very much look forward to continuing our strong focus on delivering growth in shareholder returns, excellent customer service and upholding the iconic David Jones brand.

"The first two weeks of Clearance trading have been pleasing and all of our core KPIs are in good shape.

"We reaffirm our Profit Guidance given at the time of the Company's 3Q10 Sales announcement and I look forward to reporting back to shareholders and the market at the Company's 4Q10 sales announcement in August 2010 and our FY10 full year results in September," Mr Zahra said.

ENDS

DAVID JONES

David Jones Limited A.C.N. 000 074 573
A.B.N. 75 000 074 573



FOR FURTHER INFORMATION CONTACT:

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EDITORIAL INFORMATION

Paul Zahra Background Information

Joined David Jones in April 1998

February 2003 – present Group General Manager- Stores and Operations where his responsibilities encompass managing:

- **Stores Operations** including the running of all 36 David Jones department stores and the two rack stores, responsibility for Stores Risk Management, Facilities Management and Customer Relations.
- **Merchandise Operations** including Store Projects and Refurbishments; Basic Stock Management; Visual Merchandising; Supply Chain and Logistics.
- **Stores Human Resources Operations:** including management of over 8,000 employees and over 480 management personnel.
- **Occupational Health and Safety (OH&S)** for all employees.
- **Card Sales** including the sign-ups for the new David Jones American Express card and the David Jones Store Card.
- Key leader of the **Cost Of Doing Business** Projects.

1999 – 2003 General Manager Cosmetics / Merchandise Projects David Jones Limited

1998 – 1999 General Manager Merchandise Services David Jones Limited

1996 – 1998 Business Manager Merchandise Services Officeworks Superstores

1987 – 1995 Store Management Target Australia (part of the Coles Myer Group)

1982 – 1987 Target Australia

In 2007, Paul completed the Stanford Executive Program at Stanford University in San Francisco.

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**APPENDIX A
KEY TERMS OF NEW CEO PAUL ZAHRA'S EXECUTIVE SERVICE
AGREEMENT**

New CEO Paul Zahra's Executive Service Agreement is comprised of four key components:

1. **Base Remuneration** (inclusive of Superannuation): \$1.3 million.
2. **Short Term Incentive (STI)**: In accordance with the performance based bonus scheme (STI Scheme) introduced by the Company in July 2003, Mr Zahra will be entitled to an annual bonus payment ranging from 50% - 125% of his Base Remuneration, subject to the Company achieving set Profit after Tax performance targets.
3. **Long Term Incentive Plan (LTI)**: Mr Zahra will be offered 500,000 rights under the FY09 – 12 LTI Plan subject to shareholder approval at the 2010 Annual General Meeting.
4. **Termination Rights & Entitlements**: As currently disclosed in the current 2009 Annual Report .

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