



DAVID JONES LIMITED

ASX AND MEDIA RELEASE

Page 1 of 2

For Immediate Distribution

3 November 2010

DAVID JONES ANNOUNCES APPOINTMENT OF 3 NEW SENIOR MANAGEMENT COMMITTEE MEMBERS

David Jones Limited (DJS) today announced the following three key senior appointments to its Management Committee:

- Sacha Laing as Group General Manager Fashion & Beauty (which includes responsibility for Apparel, Accessories, Footwear and Cosmetics);
- Brett Riddington as Group General Manager Marketing; and
- Matthew Durbin as Group General Manager Financial Services.

These appointments replace Colette Garnsey and Damian Eales, both of whom have resigned from the Company. A transition period will occur over the coming months as Ms Garnsey and Mr Eales hand over their portfolios to their colleagues Mr Laing, Mr Riddington and Mr Durbin.

David Jones CEO Paul Zahra said, "Each of the new appointments announced today brings a wealth of retail experience to their new roles. I am delighted that the depth of our management team and our internal succession planning has enabled us to appoint internal candidates and ensure a smooth transition of the roles.

"Given Sacha's, Brett's and Matthew's in-depth knowledge of the David Jones business and the leadership capability they have shown, I am confident that they are the ideal candidates for these roles and their appointment to the Management Committee," Mr Zahra said.

Sacha Laing joined David Jones in January 2000 and over the past 10 years has spent time as a Buying Manager, Group Administration & Planning Manager and Merchandise Planner. For the last 6 years Sacha was the General Manager of Accessories, Footwear & Childrenswear.

Sacha brings a wealth of merchandise experience to his new role and has driven significant sales and profit growth in the key categories of Shoes and Accessories. In recent years Sacha has reengineered the Childrenswear offer to become fully 'branded', which sets David Jones apart in this important category. In addition, he was intricately involved in both the Company's FY03-06 Strategic Plan and the FY09-12 Strategic Plan. Sacha was also directly responsible for all of the supplier renegotiations undertaken throughout 2007 and 2008 in the Accessories, Footwear and Childrenswear categories. It was these renegotiations, in addition to the others undertaken across the entire Company, which underpinned the growth in the Company's Gross Profit Margin by nearly 100 basis points over the past 4 years.

Mr Zahra said, "Sacha is well known and highly regarded within the supplier community".

DAVID JONES

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



DAVID JONES LIMITED

ASX AND MEDIA RELEASE

Page 2 of 2

Brett Riddington joined David Jones as the General Manager of Cosmetics in April 2007. During the period August 1992 to April 2007 Brett held senior management roles at Estee Lauder Pty Ltd and spent 14 years as General Manager of Estee Lauder and Clinique brands, which are the largest premium cosmetics brands in the Australian and global markets. As General Manager, Brett had full accountability for the sales, marketing and public relations functions and worked with Estee Lauder Companies international network to implement global and localised strategies.

Prior to that, Brett spent 13 years at Myer/Grace Bros in senior Store Management roles.

Mr Zahra said, "Brett directly managed the renegotiations with Cosmetics suppliers undertaken by our Company in 2007-2008. His many years of experience in brand management and marketing at Estee Lauder make him the ideal candidate to head our Marketing team".

Matthew Durbin has over 20 years retail experience and has been with David Jones since November 1997. Prior to today's appointment Matthew was the General Manager of the David Jones American Express Alliance. During his 13 years at David Jones Matthew has held the positions of General Manager Strategic Planning, General Manager Merchandise Planning, Business Project Manager and Group Administration & Planning Manager in the Merchandise office.

Mr Zahra said, "Matthew has worked to enhance the David Jones American Express value proposition to build spend and balance for future success. He also has a strong track record of working with the Management Committee, having directly project managed the development of the Company's FY09-12 Strategic Plan over the period June 2006 through to mid 2008, ensuring his appointment to the Management Committee will be a seamless transition.

"Sacha, Brett and Matthew are very experienced and competent additions to our Management Committee and I look forward to continuing to work closely with them.

"Following my appointment as CEO, I have undertaken a thorough review of our Company's Succession Plan and I am confident that we have the team and people in place to ensure the next generation of our Management team continues our track record since 2003 of delivering profit and shareholder growth.

"I would also like to thank Colette and Damian for their contribution to the David Jones business and wish them well in their future careers," Mr Zahra said.

ENDS

FOR FURTHER INFORMATION CONTACT:

Helen Karlis
General Manager Corporate Affairs and Investor Relations
David Jones Limited
02 9266 5960
0404 045 325

DAVID JONES

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