

**David Jones Limited**  
 ABN 75 000 074 573

22 October 2010

**All correspondence to:**

Computershare Investor Services Pty Limited  
 GPO Box 242 Melbourne  
 Victoria 3001 Australia  
 Enquiries (within Australia) 1800 652 207  
 (outside Australia) 61 3 9415 4025  
 Facsimile 61 3 9473 2555  
 www.computershare.com

Dear Shareholder

The Annual General Meeting of David Jones Limited will be held at the Wesley Conference Centre, 220 Pitt Street, Sydney, New South Wales on Friday 3 December 2010 at 10.00 a.m. After the meeting you will have the opportunity to meet the Directors and senior executives.

The Notice of Meeting and explanatory notes are contained in a separate booklet accompanying this letter.

If you are attending the meeting, please detach and send back the attendance card in the reply paid envelope. I also ask that you bring this page with you to the meeting as the bar code printed on it will help with identification when you arrive.

If you are unable to attend the meeting, I encourage you to complete and return the enclosed Proxy Form by no later than 10.00 a.m. on Wednesday 1 December 2010. You can do this online through [www.investorvote.com.au](http://www.investorvote.com.au), by faxing it to (03) 9473 2555, or in the enclosed reply paid envelope.

To be effective, the Proxy Form must be received by Computershare Investor Services Pty. Limited, Level 4, 60 Carrington Street, Sydney, NSW 2000 or by our Proxy Form Processing Centre in Melbourne by 10.00 a.m. on Wednesday 1 December 2010, being not less than 48 hours before the time for holding the meeting.

I look forward to welcoming you to the meeting.

Yours sincerely

Robert Savage  
 Chairman

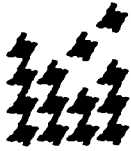
**ATTENDANCE CARD**

I/We will be attending the David Jones Limited Annual General Meeting on Friday 3 December 2010.

Name .....

Name .....

Please return to the Proxy Form Processing Centre Computershare Investor Services Pty. Limited, GPO Box 242, Melbourne VIC 3001 in the enclosed reply paid envelope.



**David Jones Limited**  
ABN 75 000 074 573

**Lodge your vote:**

**By Mail:**  
Computershare Investor Services Pty Limited  
GPO Box 242 Melbourne  
Victoria 3001 Australia

Alternatively you can fax your form to  
(within Australia) 1800 783 447  
(outside Australia) +61 3 9473 2555

For Intermediary Online subscribers only  
(custodians) [www.intermediaryonline.com](http://www.intermediaryonline.com)

**For all enquiries call:**  
(within Australia) 1800 652 207  
(outside Australia) +61 3 9415 4025

**Proxy Form**



Vote online or view the notice of meeting and annual report, 24 hours a day, 7 days a week:  
**[www.investorvote.com.au](http://www.investorvote.com.au)**

- Cast your proxy vote
- Access the notice of meeting and annual report
- Review and update your securityholding

**Your secure access information is:**

**Control Number:**

**SRN/HIN:**

**PLEASE NOTE:** For security reasons it is important that you keep your SRN/HIN confidential.

**For your vote to be effective it must be received by 10.00 a.m. on Wednesday 1 December 2010.**

**How to Vote on Items of Business**

All your securities will be voted in accordance with your directions.

**Appointment of Proxy**

**Voting 100% of your holding:** Direct your proxy how to vote by marking one of the boxes opposite each item of business. If you do not mark a box your proxy may vote as they choose. If you mark more than one box on an item your vote will be invalid on that item.

**Voting a portion of your holding:** Indicate a portion of your voting rights by inserting the percentage or number of securities you wish to vote in the For, Against or Abstain box or boxes. The sum of the votes cast must not exceed your voting entitlement or 100%.

**Appointing a second proxy:** You are entitled to appoint up to two proxies to attend the meeting and vote on a poll. If you appoint two proxies you must specify the percentage of votes or number of securities for each proxy, otherwise each proxy may exercise half of the votes. When appointing a second proxy write both names and the percentage of votes or number of securities for each in Step 1 overleaf.

**A proxy need not be a securityholder of the Company.**

**Signing Instructions for Postal Forms**

**Individual:** Where the holding is in one name, the securityholder must sign.

**Joint Holding:** Where the holding is in more than one name, all of the securityholders should sign.

**Power of Attorney:** If you have not already lodged the Power of Attorney with the registry, please attach a certified photocopy of the Power of Attorney to this form when you return it.

**Companies:** Where the company has a Sole Director who is also the Sole Company Secretary, this form must be signed by that person. If the company (pursuant to section 204A of the Corporations Act 2001) does not have a Company Secretary, a Sole Director can also sign alone. Otherwise this form must be signed by a Director jointly with either another Director or a Company Secretary. Please sign in the appropriate place to indicate the office held.

**Attending the Meeting**

Bring this form to assist registration. If a representative of a corporate securityholder or proxy is to attend the meeting you will need to provide the appropriate "Certificate of Appointment of Corporate Representative" prior to admission. A form of the certificate may be obtained from Computershare or online at [www.computershare.com](http://www.computershare.com).

**Comments & Questions:** If you have any comments or questions for the company, please write them on a separate sheet of paper and return with this form.

**GO ONLINE TO VOTE,  
or turn over to complete the form →**

**Change of address.** If incorrect, mark this box and make the correction in the space to the left. Securityholders sponsored by a broker (reference number commences with 'X') should advise your broker of any changes.

# Proxy Form

Please mark  to indicate your directions

## STEP 1 Appoint a Proxy to Vote on Your Behalf

I/We being a member/s of David Jones Limited hereby appoint

the Chairman of the Meeting **OR**

**PLEASE NOTE:** Leave this box blank if you have selected the Chairman of the Meeting. Do not insert your own name(s).

or failing the individual or body corporate named, or if no individual or body corporate is named, the Chairman of the Meeting, as my/our proxy to act generally at the meeting on my/our behalf and to vote in accordance with the following directions (or if no directions have been given, as the proxy sees fit) at the Annual General Meeting of David Jones Limited to be held at the Wesley Conference Centre, 220 Pitt Street, Sydney, New South Wales on Friday 3 December 2010 at 10.00 a.m. and at any adjournment of that meeting.

**Important for Items 4 (a) and 4 (b):** If the Chairman of the Meeting is your proxy and you have not directed him how to vote on Items 4 (a) and 4 (b) below, please mark the box in this section. If you do not mark this box and you have not directed your proxy how to vote, the Chairman of the Meeting will not cast your votes on Items 4 (a) and 4 (b) and your votes will not be counted in computing the required majority if a poll is called on this Item. The Chairman of the Meeting intends to vote undirected proxies in favour of Items 4 (a) and 4 (b) of business.

I/We acknowledge that the Chairman of the Meeting may exercise my proxy even if he/she has an interest in the outcome of that Item and that votes cast by him/her, other than as proxy holder, would be disregarded because of that interest.

## STEP 2 Items of Business

**PLEASE NOTE:** If you mark the **Abstain** box for an item, you are directing your proxy not to vote on your behalf on a show of hands or a poll and your votes will not be counted in computing the required majority.

		For	Against	Abstain
2 (a)	To re-elect Reginald Clairs AO as a Director	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2 (b)	To re-elect John Harvey as a Director	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2 (c)	To re-elect Peter Mason AM as a Director	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2 (d)	To elect Philippa Stone as a Director	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	To adopt the Remuneration Report	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4 (a)	Allocation of Retention Rights under the Long Term Incentive Plan to Paul Zahra	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4 (b)	Allocation of Retention Rights under the Long Term Incentive Plan to Stephen Goddard	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The Chairman of the Meeting intends to vote undirected proxies in favour of each item of business.

## SIGN Signature of Securityholder(s) *This section must be completed.*

Individual or Securityholder 1

Sole Director and Sole Company Secretary

Securityholder 2

Director

Securityholder 3

Director/Company Secretary

Contact Name \_\_\_\_\_

Contact Daytime Telephone \_\_\_\_\_ Date \_\_\_\_/\_\_\_\_/\_\_\_\_