



27 October 2010

The Manager Companies
Australian Stock Exchange Limited
11th Floor
Exchange Centre
20 Bridge Street
SYDNEY NSW 2000

Dear Sir

**Dividend Reinvestment Plan
18 cents per share, fully franked dividend payable 8 November 2010**

We advise the Allocation Price for the shares to be allocated under the Dividend Reinvestment Plan on 8 November 2010 is \$4.785 per share.

Yours faithfully
DAVID JONES LIMITED

Caroline Waldron
Company Secretary

DAVID JONES

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