



3 May 2010

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

Dear Sir

**Dividend Paid 3 May 2010
Dividend Reinvestment Plan**

We advise the allocation on 3 May 2010 of 2,421,294 ordinary shares at \$4.60 per share under the David Jones Dividend Reinvestment Plan. The issued capital of David Jones Limited is now 510,945,759 ordinary shares. Application for quotation of the additional securities has been sent separately.

The participation rate in the Dividend Reinvestment Plan was 18.42% of the issued capital as at 6 April 2010. Approximately 19% of shareholders elected to have any small fractional entitlements that arise included in the scheme for the Company to donate such amounts to charity, which has been specified as *Children's Cancer Institute Australia*. Of the total number of ordinary shares allotted, 6,570 shares were allotted to *Children's Cancer Institute Australia*.

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