

# HLI Limited

ACN 009 085 974

20 May 2010

## HLI appoints leading industry CEO

Sydney, Australia, 20 May 2010. HLI Limited (**ASX: HLI**) is today, pleased to announce, that in accordance with its strategy to relist and develop business opportunities in the beauty and health markets across Australia and Asia, the Company has appointed Karen Matthews as CEO to lead the business through this exciting stage of growth.

Karen was formerly the Australian CEO of skin care company, Ella Bache, a leading international beauty brand. During her 10 year tenure, Karen was responsible for restructuring and repositioning the business, significantly increasing revenue and restoring profitability and positive cash flow.

One of Karen's greatest achievements was developing and implementing, into an already established business, Australia's first beauty franchise model and thereby further strengthening Ella Bache's market penetration and offering a new style of investment to the market.

Karen has won many awards in recognition of her professional achievements, including NSW Telstra Business Woman of the Year in 2004 & PwC Australian Franchise Woman of the Year in 2007.

This, along with her vast knowledge of licensing, franchising, product development and retailing will steer this exciting new venture into the future.

Karen Matthews said "Having spent the last 10 years working within the beauty and skincare industry, I am excited by the significant evolution in this market and the enormous untapped potential. The industry is characterised by passionate people, and my role as CEO, is to enable these people and their businesses to overcome the ongoing challenges in the industry and to realise their full potential. I am looking forward to working with our highly skilled and experienced management team in supporting and developing the brands and businesses within the group and to leading HLI as we strengthen our position within this lucrative industry."

David McCann, Executive Chairman of HLI, stated that "this appointment is an important milestone to ensuring that HLI has the right management resources to make it a leading beauty and health company throughout the region. We are currently in discussions with several leading regional brands who want to be a part of this unique opportunity."

He further stated that a notice of meeting will be submitted shortly for an EGM as the Company seeks to facilitate the expansion, capitalisation and relisting of HLI.

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