



COMPANY ANNOUNCEMENT

27 July 2010

MARKET UPDATE

The Maryborough Sugar Factory Limited (“MSF”) advises that it is evaluating options for the funding of its growth strategy.

Amongst the various funding alternatives being considered, is the possibility of developing a relationship with a strategic party who would assist and financially support MSF’s growth. MSF has commenced preliminary discussions with a number of potential interested parties.

In these discussions, the Board of MSF will be focussed on maximising value for all shareholders.

MSF cautions that there can be no assurances that any current discussions will result in an acceptable proposal being made to MSF. The company is being advised by Greenhill Caliburn Pty Ltd.

MSF will update the market in the event of any further material developments.

Further information:

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The Maryborough Sugar Factory Limited (ASX code: MSF) is an integrated sugar company based in Queensland, Australia. It first listed on the Australian Stock Exchange in 1956 and has recently entered into a dynamic new phase of its history with the acquisition of, and interests in, additional sugar producing assets in Far North Queensland.