



COMPANY ANNOUNCEMENT

1 November 2010

The Maryborough Sugar Factory Limited ("MSF") has been advised that Mitr Phol Sugar Corp, Ltd. ("Mitr Phol") has entered into a conditional agreement to acquire up to a 19.9% interest in MSF from Guinness Peat Group plc ("GPG").

MSF understands that the proposed acquisition price is \$4.00 per share in cash, conditional upon Mitr Phol obtaining a seat on the Board of MSF, FIRB approval to exceed 14.9 per cent if required and confirmation of certain matters relating to the Northern Milling Joint Venture.

MSF has previously announced it is evaluating various options for the funding of its growth strategy, including the possibility of developing a relationship with a strategic party, and is in discussions with a number of potential interested parties.

In these discussions the Board of MSF has been focused on maximising value for all shareholders.

Mitr Phol has to date not participated in the MSF process described above and as a result, the Board of MSF is not aware of Mitr Phol's intentions or value add.

MSF looks forward to discussing with Mitr Phol their intentions and how Mitr Phol may help create value for all shareholders. Until MSF has evaluated this it will be unable to determine its response to Mitr Phol's requests.

The Board of MSF is being advised by Greenhill Caliburn and Mallesons Stephen Jaques.

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

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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.