



PIKE RIVER COAL

29 October 2010

PIKE RIVER NAMED NZX50'S TOP ON-LINE COMMUNICATOR

Pike River Coal Ltd has been named New Zealand's best on-line communicator of the country's top 50 listed companies.

The company has taken first place in the 2010 Best Investor Website Awards (BIWA), ahead of second placed Fletcher Building and third placed Goodman Fielder.

The annual awards, organised by Wired Internet Group in conjunction with Christchurch Polytechnic's Information design lecturer Bruce Russell, are endorsed by the New Zealand Shareholders Association, and evaluate how well NZX50 listed companies' websites meet the needs of investors.

Pike River scored 90 out of a possible 100 – the highest in the awards' four-year history.

Pike River Relationships Manager Helene Ambler says the award is very encouraging.

“Our website is a critical and integral part of our investor communications tool box. This sort of acknowledgement recognises that we are hitting the mark in how we communicate on-line with investors.

“Our shareholders demand and deserve transparency in communications and we are committed to ensuring they get what they need from our site.

“We've found that all sections of our site are visited regularly. Our Investor Centre, which provides links to our quarterly, interim and annual reports as well as information on analyst reports, gets a lot of traffic.

“Investors also make good use of the 'About Us' section that provides them with a vehicle with which to make direct contact with company representatives. This is an important feature of the site as it personalises communication which is important to our investors and to us.”

Miss Ambler says the company is thrilled with the win. “However, there is always room for improvement. This award has inspired us to endeavour to continually improve the site and ensure it consistently serves the needs of our investors.”

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Further information:

Helene Ambler, Relationships Manager +64 4 494 0190

Pike River Coal owns the rights to a premium hard coking coal resource located 50 kilometres north-east of Greymouth, New Zealand. All of Pike River's coal is used steel-making.

Pike River shares are quoted on the NZSX and the ASX under the code “PRC”; and options are quoted on the NZSX under code “PRCOA”, and the ASX under code “PRCO”.

news release