



For Immediate Distribution

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DAVID JONES INTRODUCES 30 NEW EXCLUSIVE BRANDS & CEMENTS ITS POSITION AS “AUSTRALIA’S HOME OF BRANDS”

David Jones Limited (DJS) today announced that it has introduced, on a department store exclusive basis, **12 Australian and international designers and 18 fashion and beauty brands (listed in Annexure “A”)**. These 30 new brands will be added to and will complement the Company’s extensive existing brand portfolio.

These new department store exclusive brands reinforce David Jones’ position as the “Home of Brands” within the Australian market. More than half of David Jones’ Fashion, Beauty and Accessories portfolio is comprised of department store exclusive brands, (both in terms of number of brands and sales volume), with approximately 70% of the Company’s Womenswear and Menswear categories made up of department store exclusive brands. This enables the Company to differentiate itself from its competitors.

David Jones Group General Manager Fashion & Beauty Mr Sacha Laing said, “We are delighted to be adding 30 new, department store exclusive brands to our portfolio. These brands cover the spectrum of international and Australian designers and encapsulate David Jones’ core values of fashionability and accessibility.”

“The continual introduction of new brands ensures that our offering remains fresh, relevant and reflects what our customers want. It also means that we need to be disciplined in our allocation of floor space. Our business objective is to allocate space to exclusive brands with strong performance track records and high margins.

“We undertake ongoing reviews of the performance of all existing brands in our portfolio and an analysis of how we can maximise returns per square metre of selling floor space. Space occupied by underperforming brands often needs to be freed-up and reallocated to new and growing brands for the simple reason that we attract customers by providing the broadest range of the most wanted national and international brands within a unique, world class shopping environment.

“Space to accommodate these new brands in our stores has been freed up as we have ceased stocking brands such as Simona, Escada and AG by Arthur Galan. We have also been able to generate value and improve our gross profit margins through our category and brand mix, as well as through our negotiated terms of trade with these new brands.

“Our ability to attract new brands demonstrates the trust that brands and designers have in partnering with David Jones on an exclusive basis. Our Company has a track record of respecting brands and representing them in a manner that is consistent with their brand philosophy,” Mr Laing said.

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David Jones also confirmed today that it is on track and making good progress in the roll-out of its 1000 brand concept installations that were announced in September 2010. Amongst the strong performing, high growth department store exclusive brands that are being expanded are:

- **Australian Designers:** Thurley, Bianca Spender, Camilla & Marc, Collette by Collette Dinnigan and Willow;
- **Contemporary Sportswear:** Seed Femme, French Connection, Super Dry and Armani Jeans; and
- **Footwear:** Steve Madden and Nine West.

ENDS

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ANNEXURE “A”: NEW DEPARTMENT STORE EXCLUSIVE BRANDS

New ‘Department Store exclusive’ brands that will be introduced into David Jones stores over the next few months include:

Womenswear

1. Pucci (ready-to-wear): Founded by Emilio Pucci this iconic Italian fashion house was made famous in the 70’s by their signature prints.
2. Balmain: One of the world’s most sought after brands, this French luxury powerhouse has today achieved cult status globally under the direction of contemporary French designer Christophe Decarnin.
3. Jonathan Saunders: Quirky English designer famous for his artist like print fabrications.
4. By Malene Birger : Refreshing Danish designer who creates immaculate separates and polished pieces.
5. Versace Collection: Famous Italian design house known for it’s sophisticated style, contemporary tailoring and iconic evening wear.
6. Lee Mathews: Australian designer known for her relaxed tailoring and home-grown sensibility.
7. Therese Rawsthorne: Emerging Australian talent, known for her clean lines and quirky detail.
8. Bloch Loungewear: This iconic ballet and dancewear brand has extended its offering to include fashion forward, contemporary loungewear including knitwear, t-shirts, tights and underwear.
9. Tooralie: An Australian knitwear brand specialising in high quality, merino pieces.
10. Falke: An internationally renowned German brand founded in 1895. Today it is a worldwide fashion phenomenon known for high quality hosiery, tights, socks, leggings, underwear and sportswear.

Youth Fashion

1. MINKPINK : One of the hottest women’s youth wear labels in Australia, a hot young urban brand with cult status both locally and internationally.
2. Friend of Mine: A boutique, Australian fashion label distinguished by garments known for their versatility and simplicity.
3. Style Stalker: Inspired by its founders addiction to ‘stylestalking’; scouring magazines, trawling the web and travelling to all parts of the world to devour all things style.

Menswear

1. Canterbury: Relaxed sportswear with a European sensibility.
2. Witchery Man: Casual urban dressing for men created from the names behind the highly successful Witchery brand.

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Beauty

1. Burberry Beauty: A first ever beauty range from the iconic Brit fashion house.
2. OME: An all- natural, Australian made skincare line created using fine ingredients from the Amazon.
3. Comvita: Natural skincare from the heart of New Zealand created using the special home-grown natural ingredient 'Manuka honey'.

Footwear

1. Pierre Hardy: A global success story, this emerging French shoe brand has reached cult status.
2. Costume National: Italian luxury house known for its directional vision and modern design aesthetic.
3. Steptronic: A range of luxurious footwear for men manufactured from luxurious leather, with soft sheepskin linings and pure reflex rubber soles.
4. Mason Avenue: An all leather shoes designed especially for men for all formal occasions.
5. Antoine + Stanley: A modern design duo creating contemporary fashion forward footwear for him.
6. Fred Perry: The brand of authentic British street fashion creates the classic preppy tennis trainer.
7. NAYA: Eco friendly comfort shoes for women.

Accessories and Travel

1. DVF Handbags: A range of colourful and quirky pieces from the iconic American designer Diane Von Furstenburg. Adding to the offering of shoes and ready-to-wear already available on a department store exclusively basis at David Jones.
2. Ella Sanders: Charming accessories line renowned for pretty scarves.
3. Tolani: Made famous by movie stars globally, this Italian brand offers must have, fashion forward scarves designed with cutting edge style created in the highest quality.
4. Estilo Emporio: A contemporary leather accessories line created for the Gen Y customer.
5. American Tourister: An internationally recognized luggage brand, also the third largest travel line in the United States of America.