



David Jones Limited
 ABN 75 000 074 573

All correspondence to:

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21 October 2011

Dear Shareholder

The Annual General Meeting of David Jones Limited will be held at the Wesley Conference Centre, 220 Pitt Street, Sydney, New South Wales on Friday 2 December 2011 at 10.00 a.m. After the meeting you will have the opportunity to meet the Directors and senior executives.

The Notice of Meeting and explanatory notes are contained in a separate booklet accompanying this letter.

If you are attending the meeting, please detach and send back the attendance card in the reply paid envelope. I also ask that you bring this page with you to the meeting as the bar code printed on it will help with identification when you arrive.

If you are unable to attend the meeting, I encourage you to complete and return the enclosed Proxy Form by no later than 10.00 a.m. on Wednesday 30 November 2011. You can do this online through www.investorvote.com.au, by faxing it to (03) 9473 2555, or in the enclosed reply paid envelope.

To be effective, the Proxy Form must be received by Computershare Investor Services Pty. Limited, Level 4, 60 Carrington Street, Sydney, NSW 2000 or by our Proxy Form Processing Centre in Melbourne by 10.00 a.m. on Wednesday 30 November 2011, being not less than 48 hours before the time for holding the meeting.

I look forward to welcoming you to the meeting.

Yours sincerely

Robert Savage
 Chairman

ATTENDANCE CARD

I/We will be attending the David Jones Limited Annual General Meeting on Friday 2 December 2011.

Name

Name

Please return to the Proxy Form Processing Centre Computershare Investor Services Pty. Limited, GPO Box 242, Melbourne VIC 3001 in the enclosed reply paid envelope.