

13 January 2011

**THE MARYBOROUGH SUGAR FACTORY LIMITED
NOTICE OF CHANGE OF VENUE FOR GENERAL MEETING ON MONDAY 17 JANUARY 2011**

As a result of recent flooding events affecting Queensland, and in particular parts of the Brisbane CBD, it is necessary for the General Meeting of The Maryborough Sugar Factory Limited (“**MSF**”) scheduled for Monday 17 January 2011 to be relocated to a new venue. The date and time of the General Meeting has not changed.

A Notice of Meeting was distributed to MSF shareholders on 17 December 2010 setting out details of the proposed meeting. The meeting is being convened for MSF shareholders to consider and vote on a resolution to approve the issue by MSF of up to 4,012,916 ordinary shares to various professional and sophisticated investors at an issue price of \$3.15 per share for the purposes of raising capital to fund part of the exercise price of MSF’s call option to acquire the assets contributed by Bundaberg Sugar Ltd to the Northern Milling Joint Venture whilst maintaining conservative levels of gearing.

Other than the change to the venue for the General Meeting, there is no change to the Notice of Meeting despatched on 17 December 2010 or the resolution to be considered and voted upon at the meeting.

In accordance with the Constitution of MSF, the new details for the General Meeting of MSF to consider and vote on this resolution are as follows:

Date	Monday 17 January 2011	No change
Time	2.00pm (Brisbane time)	No change
Venue	The Premier Room Berkley’s on Ann The Rendezvous Hotel 255 Ann Street BRISBANE QLD 4000	Changed (new venue)

The Board of MSF strongly encourages MSF shareholders to vote in favour of the resolution. Shareholders who cannot attend the meeting but wish to lodge their proxies must do so by lodging them with the share registry by 2.00pm this Saturday 15 January 2011 in accordance with the instructions on the proxy form.

For further information contact:

Mike Barry
Chief Executive Officer
The Maryborough Sugar Factory Limited
Phone: +61 401 896 999

Chris Lobb
Company Secretary
The Maryborough Sugar Factory Limited
Phone 07 4043 3319
+61 437 035 825

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.