



27 January 2011

SHAREHOLDERS STRONGLY SUPPORT SHARE PURCHASE PLAN

The Maryborough Sugar Factory Limited (“**MSF**” or the “**Company**”) is pleased to announce that it has received strong support from its shareholders under the Share Purchase Plan (“**SPP**”) which closed earlier this week. Total funds raised via the SPP were \$11 million and when combined with the institutional placement of \$38 million (“**Placement**”) a gross total of approximately \$49 million of new equity has been raised since mid December 2010. All shares issued were at an issue price of \$3.15 per ordinary share.

MSF Chairman, Mr James Jackson, said: “The support of our existing shareholders is valued and appreciated in the raising of these funds under the SPP. These funds will assist the company to fund its growth strategy and to maintain conservative levels of financial gearing and debt”.

MSF CEO, Mr Mike Barry noted “The investment of these new funds is a strong indicator by the broader investment market of the support of the company, its role in the Australian sugar industry and their willingness to participate in its future. As the only listed sugar entity on the ASX, following CSR’s sale of its sugar assets, MSF provides investors the opportunity to have exposure to the strong dynamics of the world sugar market and in particular the raw sugar markets in Asia.”

CHANGE OF YEAR END

As previously announced, MSF has amended its year end from 30 June to 31 December to better align its financial reporting to the seasonality of its business. As a result it intends to announce its results for the interim six month period ended 31 December 2010 on 17 February 2011.

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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.