



12 January 2011

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**THE MARYBOROUGH SUGAR FACTORY LIMITED  
EXTENSION OF CLOSING DATE FOR SHARE PURCHASE PLAN**

In accordance with the original terms and conditions of The Maryborough Sugar Factory Limited (“**MSF**”) Share Purchase Plan (“**SPP**”), the last date for MSF shareholders to submit applications under the SPP was Monday 17 January at 6.00pm (Sydney time).

Having regard to the significant disruptions experienced by a large number of MSF’s shareholders due to the Queensland flooding events, the Board of MSF considers it appropriate for the closing date of the SPP to be extended by one week to 6.00pm (Sydney time) on Monday 24 January 2011 to ensure that eligible MSF shareholders have a reasonable opportunity to participate in the SPP.

**As a result, MSF shareholders who are eligible to participate in the SPP must now lodge their applications for shares under the SPP by no later than 6.00pm (Sydney time) on Monday 24 January 2011.**

The following revised Key Dates<sup>1</sup> now apply to the SPP (and the SPP Offer Terms are amended accordingly. All other terms and conditions of the SPP remain in full force and effect):

<b>Date (and time if relevant)</b>	<b>Event</b>
10 December 2010 7.00pm (Sydney time)	<b>Record Date</b> The date and time on which the Company determines who is eligible to participate in the SPP.
23 December 2010	<b>Opening Date</b> The date the offer opens and from when applications can be sent to the Share Registry.
24 January 2011 6.00pm (Sydney time)	<b>Closing Date</b> The offer closes at, and applications must be received by, this time and date.
25 January 2011	<b>Allotment Date</b> The date on which Shares are expected to be allotted.
27 January 2011	<b>Trading Date</b> The date on which Shares are expected to begin trading.
28 January 2011	<b>Despatch Date</b> Transaction Confirmation Statements are expected to be sent to shareholders on or around this date.

<sup>1</sup> The Company may again change any of the Key Dates at its discretion.

MSF Shareholders who have any questions in relation to the SPP are encouraged to refer to the SPP Terms and Conditions distributed to MSF shareholders on 23 December 2010 or contact the Offer Information Line on 1300 733 154 (within Australia) or +61 2 8280 7207 (outside Australia) any time between 8.30am and 5.30pm (Sydney time) Monday to Friday.

**For further information contact:**

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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.

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*This press release contains forward-looking statements which are identified by words such as 'may', 'could', 'believes', 'estimates', 'targets', 'expects', or 'intends' and other similar words that involve risks and uncertainties. These statements are based on an assessment of present economic and operating conditions, and on a number of assumptions regarding future events and actions that, as at the date of this press release, are expected to take place. Such forward-looking statements are not guarantees of future performance and involve known and unknown risks, uncertainties, assumptions and other important factors, many of which are beyond the control of The Maryborough Sugar Factory Limited. The Maryborough Sugar Factory Limited does not give any assurance that the results, performance or achievements expressed or implied by the forward-looking statements contained in this press release will actually occur and investors are cautioned not to place undue reliance on these forward-looking statements. The Maryborough Sugar Factory Limited does not have any intention to update or revise forward-looking statements, or to publish prospective financial information in the future, regardless of whether new information, future events or any other factors affect the information contained in this press release, except where required by law. These forward-looking statements are subject to various risk factors that could cause The Maryborough Sugar Factory Limited's actual results to differ materially from the results expressed or anticipated in these statements.*