

ASX Announcement



Appointment of CFO

VITA GROUP LIMITED (ASX:VTG) today announced the appointment of Mr Andrew Leyden as Chief Financial Officer, who will commence on Monday 9 May, 2011.

Mr Leyden is a Fellow of the Association of Chartered Certified Accountants (FCCA) and holds an honours degree in Accounting and Financial Management. He has held a number of senior executive roles in international consumer goods and retail companies, and has worked in a number of markets around the world. He joins Vita Group after spending 9 years with the Foster's Group, where he was Chief Information Officer and a member of the Group Executive.

"Mr Leyden has a wealth of strategic, operational and financial experience with a successful track record in the FMCG, retail and technology sectors, and we look forward to his contribution to our existing Leadership Team". Vita Group Joint CEO Maxine Horne said.

Further enquiries:

Maxine Horne

Joint Chief Executive Officer
Vita Group Limited
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About Vita Group

Vita Group's four brands – Fone Zone, T stores, Next Byte and One Zero – operate in clearly defined retail segments and share commonality toward premium service and solution focussed selling. All four retail formats are built on a solid, customer service foundation, each offering a unique retail experience for Australian consumers. Further information can be found at www.vitagroup.com.au



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