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DAVID JONES TO ADD QANTAS FREQUENT FLYER OPTION TO CARD REWARDS PROGRAMS

David Jones Limited (DJS) today announced that it has entered into an agreement with American Express and Qantas Limited to introduce Qantas Frequent Flyer points as a new reward option for its David Jones American Express Cards and Storecard programs.

At the time of the Company's Future Strategic Direction announcement on 21 March 2012, David Jones indicated that as part of its Financial Services growth initiatives it was working on ways to enhance the reward programs for its Store and American Express Cards.

The Qantas Frequent Flyer rewards option is one of a number of initiatives the Company is undertaking to improve and grow its Financial Services business by attracting new customers and spend to the David Jones American Express Card programs.

David Jones CEO Paul Zahra said, "We are delighted to welcome Qantas Frequent Flyer as a new partner to our David Jones card rewards program to sit alongside our current American Express Membership Rewards program."

The new Qantas Frequent Flyer reward option for the David Jones American Express Cards Program is expected to launch in the second half of calendar 2012. This is in line with the timing of the launch of the new David Jones American Express Platinum Card. Details of the new Qantas Frequent Flyer points reward option and how it applies to these cards will be released at this time.

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