

ATLAS

PEARLS AND PERFUMES

ABN 32 009 220 053

11 April 2013

ASX RELEASE

ATP

Shortfall Applications - Non-Renounceable Entitlements Offer

Atlas Pearls and Perfumes Ltd (ASX:ATP) ("Atlas" or the "Company") wishes to advise that all shortfall shares and free attaching options exercisable at \$0.05 each on or before 29 January 2014 from the recent non-renounceable entitlements offer ("the Offer") must be issued by the Company to shortfall applicants by no later than 18 April 2013.

The Company invites interested parties to apply for shortfall shares and free attaching options from the Offer. Interested parties wishing to apply for shortfall shares and options from the Offer should download the "ATP Shortfall Application Form" from the Company's website and send it to the Atlas head office at 47 - 49 Bay View Terrace, Claremont WA 6010 as soon as possible to allow sufficient time for processing and clearance of funds prior to 18 April 2013.

The Board wishes to thank all Shareholders that have already applied for shortfall shares and options under the Offer.

Yours faithfully



Stephen Birkbeck
Executive Chairman & CEO
Atlas Pearls and Perfumes Ltd

About Atlas

Atlas Pearls and Perfumes Ltd ("Atlas", ASX:ATP) is an Australian based pearling and perfume business established in 1992. Atlas has earned an enviable reputation as a world leading pearl producer of "nature's most precious gift", the South Sea pearl, specialising in highly sought after white and silver pearls. Atlas operates pearl farms spread across the Indonesian archipelago including Bali, Flores, Alor and Papua. Atlas is a fully integrated pearling business with its own high quality grading and loose pearl distribution business, a jewellery manufacturing capability and sales direct to customers through wholesale partners and via its retail outlets. In 2012 the Company expanded its operations into Perfumes and is currently developing a range of propriety products which include pearl powder (cosmetics and nutraceuticals), pearl proteins (cosmetics), pearl volatiles and fire tree (perfumes) for supply into the global luxury supply chain.