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ASX RELEASE

ATLAS PEARLS AND PERFUMES LTD

Following the incorporation of World Senses Pty Ltd (joint venture with Nomad Two Worlds) and shareholder approval obtained at the EGM held on 4th December 2012 for the broadening of the business to purchase Essential Oils of Tasmania (EOT) and expand the product range into luxury perfumes and cosmetics, Atlas is pleased to advise a change of name to Atlas Pearls and Perfumes Ltd (Atlas P&P) that reflects this luxury supplier status.

Atlas is now not only a leading producer of pearls but also of processed natural ingredients for the fragrance and flavour market. EOT has a world-class reputation for Boronia, Lavender, Tasmanian Mountain Pepper, Peppermint, Fennel and Parsley Oil.

As well as the traditional exports of EOT, with the technical and manufacturing capacity acquired, Atlas P & P is developing a range of propriety products to include pearl powder (cosmetics and nutraceuticals) pearl proteins (cosmetics) and pearl volatiles (perfume) and fire tree (perfumes).

Atlas Pearls and Perfumes now has a diversified range of high value products for the global luxury supply chain that will assist it remain less exposed to future global downturns and leverage off its resources.

Yours sincerely

STEPHEN BIRKBECK
Chairman

CRP03 Atlas Pearls and Perfumes Change of Name 16 Jan 2013