



26 October 2011

The Manager Companies
Australian Stock Exchange Limited
11th Floor
Exchange Centre
20 Bridge Street
SYDNEY NSW 2000

Dear Sir

Dividend Reinvestment Plan
15 cents per share, fully franked dividend payable 7 November 2011

We advise the Allocation Price for the shares to be allocated under the Dividend Reinvestment Plan on 7 November 2011 is \$3.088 per share.

Yours faithfully
DAVID JONES LIMITED

Caroline Waldron
Company Secretary

DAVID JONES

David Jones Limited A.C.N. 000 074 573
A.B.N. 75 000 074 573