

Appendix 3Y

Change of Director's Interest Notice

Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.

Introduced 30/9/2001.

Name of entity	Retail Food Group Limited
ABN	31 106 840 082

We (the entity) give ASX the following information under listing rule 3.19A.2 and as agent for the director for the purposes of section 205G of the Corporations Act.

Name of Director	Colin Archer
Date of last notice	3 August 2010

Part 1 - Change of director's relevant interests in securities

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

Direct or indirect interest	Indirect
Nature of indirect interest (including registered holder) <small>Note: Provide details of the circumstances giving rise to the relevant interest.</small>	Registered Holder: Cecelia McNamara as trustee for The Blonde Moment Trust. Colin Archer is a discretionary object of The Blonde Moment Trust
Date of change	07.10.10
No. of securities held prior to change	22,866 fully paid ordinary shares
Class	Fully Paid Ordinary Shares
Number acquired	615 fully paid ordinary shares
Number disposed	Nil
Value/Consideration <small>Note: If consideration is non-cash, provide details and estimated valuation</small>	\$2.42 per share
No. of securities held after change	23,481 fully paid ordinary shares
Nature of change <small>Example: on-market trade, off-market trade, exercise of options, issue of securities under dividend reinvestment plan, participation in buy-back</small>	Ordinary shares issued pursuant to Dividend Reinvestment Plan (DRP)

+ See chapter 19 for defined terms.

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Direct or indirect interest	Indirect
Nature of indirect interest (including registered holder) <small>Note: Provide details of the circumstances giving rise to the relevant interest.</small>	Registered Holder: R & J Archer as trustee for The R & J Archer Superannuation Fund. The R & J Archer Superannuation Fund holds these shares for the benefit of Colin Archer and or members of his family
Date of change	07.10.10
No. of securities held prior to change	35,752 fully paid ordinary shares
Class	Fully Paid Ordinary Shares
Number acquired	961 fully paid ordinary shares
Number disposed	Nil
Value/Consideration <small>Note: If consideration is non-cash, provide details and estimated valuation</small>	\$2.42 per share
No. of securities held after change	36,713 fully paid ordinary shares
Nature of change <small>Example: on-market trade, off-market trade, exercise of options, issue of securities under dividend reinvestment plan, participation in buy-back</small>	Ordinary shares issued pursuant to Dividend Reinvestment Plan (DRP)

+ See chapter 19 for defined terms.

Part 2 – Change of director's interests in contracts

Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

Detail of contract	Not applicable
Nature of interest	
Name of registered holder (if issued securities)	
Date of change	
No. and class of securities to which interest related prior to change <small>Note: Details are only required for a contract in relation to which the interest has changed</small>	
Interest acquired	
Interest disposed	
Value/Consideration <small>Note: If consideration is non-cash, provide details and an estimated valuation</small>	
Interest after change	

+ See chapter 19 for defined terms.

ANNEXURE 1 to Appendix 3Y:

Details of Director's relevant interests in securities which have not changed:

Director's relevant interests in securities of which the director is the registered holder

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

Number & class of securities

Nil

Director's relevant interests in securities of which the director is not the registered holder

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Name of holder & nature of interest	Number & class of Securities
Note: Provide details of the circumstances giving rise to the relevant interest.	
Archer Management Pty Ltd ACN 010 320 591 as trustee for the Archer Family Trust. Colin Archer is the sole director and shareholder of Archer Management Pty Ltd. Archer Management Pty Ltd holds these shares for the benefit of Colin Archer and or members of his family.	95,000 Fully Paid Ordinary Shares.
Archer Management Pty Ltd ACN 010 320 591 as trustee for The Archer Superannuation Fund. Colin Archer is the sole director and shareholder of Archer Management Pty Ltd. Archer Management Pty Ltd holds these shares for the benefit of Colin Archer and or members of his family.	170,000 fully paid ordinary shares

Director's interests in contracts Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

Detail of contract	Not Applicable
Nature of interest	
Name of registered holder (if issued securities)	
No. and class of securities to which interest relates	

+ See chapter 19 for defined terms.