

17 September 2010

## DRP PRICE ANNOUNCEMENT

Retail Food Group Limited ('RFG') announces that the issue price for shares under the Company's Dividend Reinvestment Plan ('DRP') in respect to the final dividend payable for the period ended 30 June 2010 is \$2.42, such amount representing:

- the volume weighted average market price of all RFG shares traded on the ASX during the period of five (5) trading days immediately preceding and inclusive of the relevant Record Date, being 14 September 2010;
- less a discount of 2.5%; and
- rounded up to the nearest whole cent.

### About Retail Food Group Limited

Retail Food Group is a leading Australian retail food brand manager and franchisor. It is the franchisor and intellectual property owner of the Donut King, Michel's Patisserie, Brumby's Bakeries, bb's café and Big Dad's Pies franchise systems.

As at 30 June 2010, there were a total of 5 franchise systems and 1,122 franchised outlets under RFG's stewardship.

**ENDS**

