

ASX Announcement

5 March 2010

Diana Ryall AM Appointed to the Board of Vita Group Limited

Vita Group Limited (ASX: VTG) today announced that the Board had appointed Diana Ryall AM as a Director effective immediately.

Diana Ryall was Managing Director at Apple Computer Australia from 1997 to 2001. Diana stepped down from that position at the end of 2001 to expand her involvement in those areas in which she is passionate: inspiring leadership, supportive workplace cultures and the success of women.

Since leaving Apple, Diana founded the company "Xplore for Success" which offers services to organisations to support talented men and women to achieve personal success. The Xplore programs have challenged over 3000 women and men since 2002 in organisations such as ABN Amro, American Express, CBA, Deloitte, Dept. of Commerce, Centrelink, Luxottica, KPMG and NAB.

From 2005 to 2008, Diana led the Chief Executive Women's (CEW) Talent Development Program. This program, now running in Sydney and Melbourne, offers senior women in corporate organisations the opportunity to work together over a year to increase their own diversity awareness and to take key learnings back to their organisation.

For 5 years from 2003, Diana was part of the judging panel of the Australian Best Employers program run by Hewitt Associates. She also sat on the panel for Deloitte's Businesswomen of the year awards and was on the Diversity Council for Commonwealth Bank of Australia for 2007 and 2008. Diana speaks at many events in the corporate space and also strongly supports the National Breast Cancer Foundation and Suited for Work.

On January 26, 2010 Diana was awarded the Member of the Order of Australia (AM) for service to business through executive roles in the information technology industry, as a mentor to women, and to the community.

"The Board is delighted to have someone with Di's skills and background join us, and we are looking forward to her contribution." Chairman Dick Simpson said.

"Di will be a great addition to our Board, and speaking for management, we warmly welcome her appointment." Joint CEO David McMahon said.

Further enquiries:

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About Vita Group

Vita Group's four brands – Fone Zone, T[life], Next Byte and One Zero – operate in clearly defined retail segments and share commonality toward premium service and solution focussed selling. All four retail formats are built on a solid, customer service foundation, each offering a unique retail experience for Australian consumers. Further information can be found at www.vitagroup.com.au