

OROTONGROUP

Tuesday 2nd March, 2010

OROTONGROUP CONFIRMS NEW LICENSE AGREEMENT WITH POLO RALPH LAUREN

OrotonGroup Limited (OrotonGroup) has entered into a new exclusive license agreement with The Polo/Lauren Company, L.P. (PRL) for the Australian and New Zealand territory commencing July 1, 2010. The agreement is for a 3 year term with renewal for an additional 2 years subject to satisfaction of confidential business performance hurdles. As OrotonGroup's current license expires on June 30, 2010, the new agreement will enable uninterrupted continuance of OrotonGroup's PRL license business.

The new license is broadly consistent with the current agreement with some specific changes to royalty levels, reporting requirements and "key man" clauses. The new "key man" clauses provide that PRL may terminate the license if the Lane family shareholding falls below a threshold of 15% of OrotonGroup. This threshold is 20% if the Lane family ceases to be the largest shareholder in OrotonGroup. The last substantial shareholding notice for the Lane family records its voting power in OrotonGroup as 29.22%. The Lane family has no legal or other obligation to retain a shareholding of 15% or more in OrotonGroup. Both Ross Lane, Chairman and Sally Macdonald, CEO, are together noted as key persons under the new license however there is provision to find suitable replacements in event both individuals exit the Group.

OrotonGroup CEO, Sally Macdonald stated, "After over 20 years experience with the Ralph Lauren brand OrotonGroup is pleased to be continuing as the exclusive licensee and looks forward to developing and elevating the brand in this territory for years to come. We expect to open approximately 5 new stores in FY11, including shop-in-shop concessions, free-standing stores and a factory outlet, of which details are being finalised currently."

The Polo/Lauren Company, L.P. is a subsidiary of Polo Ralph Lauren Corporation (NYSE: RL) a leader in the design, marketing and distribution of premium lifestyle products in four categories: apparel, home, accessories and fragrances.

OrotonGroup is Polo Ralph Lauren's exclusive licensee of womenswear, menswear and accessories in Australia and New Zealand. OrotonGroup also owns the luxury accessories brand, Oroton.

OrotonGroup also confirmed that, as foreshadowed in its 2009 Annual Report, it has entered into a new service contract with Ross Lane on substantially the same terms as his previous contract and otherwise consistent with service contracts for an executive chairman in the retail sector.

On Thursday March 11, OrotonGroup will present its half yearly financial report for the 6 month period ended on January 23, 2010.

For further information contact Sally Macdonald, CEO. Tel: +61 2 8275 5775