



22 April 2010

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

Dear Sir

**Dividend Reinvestment Plan
12 cents per share, fully franked dividend payable 3 May 2010**

We advise the Allocation Price for the shares to be allocated under the Dividend Reinvestment Plan on 3 May 2010 is \$4.60 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