



ASX/media release

5 October 2012

RFG Announces Successful Completion of Capital Raising

Retail Food Group Limited (RFG or the Company) today announced that it had successfully completed a placement of 16.33m ordinary shares at \$2.85 per share to raise \$46.54m before costs.

The placement, completed via book build and managed by Petra Capital, was significantly oversubscribed receiving strong support from the Company's existing institutional shareholders as well as a number of new shareholders.

RFG has accepted the maximum amount of oversubscriptions available to it having regard to Listing Rule 7.1 and will apply additional proceeds raised to the reduction of debt.

RFG CEO Tony Alford indicated that the Company was extremely pleased with the overwhelming response to the issue.

"Demand was very strong and a number of well respected institutional investors have now become shareholders following the placement. The Company welcomes them to the register whilst also acknowledging with thanks and gratitude those existing shareholders who have enthusiastically supported the issue", he said.

Settlement is due on Thursday 11 October 2012 with the new shares scheduled for allotment and ASX quotation the following day.

RFG shares will resume normal trading on Monday 8 October 2012.

As previously announced, RFG intends to offer retail shareholders the opportunity to participate in a Share Purchase Plan (SPP) to raise up to a further \$7m. Further details of the SPP, which is not underwritten, will be provided to eligible shareholders in due course.

About Retail Food Group Limited:

Retail Food Group is a leading Australian retail food brand manager, franchisor and wholesale coffee roaster. It is the franchisor and intellectual property owner of the Donut King, Michel's Patisserie, Brumby's Bakery, bb's café, Pizza Capers Gourmet Kitchen and Esquires Coffee Houses franchise systems and roasts over one million kilograms annually of proprietary coffee products via the Evolution Coffee Roasters Group, Caffè Coffee and Barista's Choice coffee brands.

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