



2 October 2009

The Manager Companies
Australian Securities Exchange Limited
11th Floor
Exchange Centre
20 Bridge St
Sydney 2000

Dear Sir,

CHANGE IN DIRECTOR'S INTEREST – STEPHEN GODDARD

At the 2006 AGM, shareholders approved the grant of up to 233,601 LTI rights (pursuant to the FY07-09 LTI Plan) to Stephen Goddard, the Finance Director of David Jones Limited (ASX:DJS) subject to achievement of Earnings Per Share (“EPS”) and Total Shareholder Return (“TSR”) measures.

For the relevant period (ie 1 August 2006 to 31 July 2009), both EPS and TSR measures have been achieved at stretch level, and accordingly, 233,601 shares have been allocated to Mr Goddard. Note that David Jones was the 3rd best performing company against its peer group for TSR for the relevant period (ie 1 August 2006 to 31 July 2009).

Separately Mr Goddard has sold 750,000 shares between 29 September 2009 and 2 October 2009.

Mr Goddard continues to hold 607,460 shares in David Jones Limited. Also, as the FY09 performance hurdle has been met, Mr Goddard will be entitled to 519,677 shares in October 2011 (of the parcel of 1,732,258 FY09-11 retention rights approved at the 2008 AGM) provided he remains in employment at David Jones Limited up until October 2011. In addition, following shareholder approval at the 2007 AGM he holds 173,156 LTI rights (in respect of the FY08-10 LTI Plan).

An Appendix 3Y providing full details of the above is attached.

Yours faithfully,

Caroline Waldron
Company Secretary

DAVID JONES

David Jones Limited A.C.N. 000 074 573
A.B.N. 75 000 074 573
86 – 108 Castlereagh Street Sydney NSW 2000

Appendix 3Y

Change of Director's Interest Notice

Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.

Introduced 30/9/2001.

Name of entity	David Jones Limited
ABN	75 000 074 573

We (the entity) give ASX the following information under listing rule 3.19A.2 and as agent for the director for the purposes of section 205G of the Corporations Act.

Name of Director	Stephen Thomas Goddard
Date of last notice	3 October 2008

Part 1 - Change of director's relevant interests in securities

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Direct or indirect interest	See below
Nature of indirect interest (including registered holder) <small>Note: Provide details of the circumstances giving rise to the relevant interest.</small>	See below
Date of change	29 September 2009 30 September 2009 2 October 2009
No. of securities held prior to change	<ul style="list-style-type: none"> • 225 ordinary shares in David Jones Limited granted on 24 June 2000 under the David Jones Limited Exempt Employee Share Plan. Registered in the name of David Jones Share Plans Pty. Limited.
	<ul style="list-style-type: none"> • 1,123,634 ordinary shares

+ See chapter 19 for defined terms.

	<ul style="list-style-type: none"> • LTI rights (approved by shareholders at the Company's 2006 and 2007 AGMs) held under the terms of the LTI Plan which are subject to achievement of performance measures: <table border="0" style="margin-left: 20px;"> <thead> <tr> <th style="text-align: left;"><u>Maximum Number of ordinary shares to be granted</u></th> <th style="text-align: left;"><u>Performance Measurement Period</u></th> </tr> </thead> <tbody> <tr> <td>233,601</td> <td>1.8.06 – 31.7.09</td> </tr> <tr> <td>173,156</td> <td>1.8.07 – 31.7.10</td> </tr> </tbody> </table> • FY09-11 Retention rights (approved by shareholders at the Company's 2008 AGM) held under the terms of the LTI Plan which are subject to achievement of performance measures and employment conditions: <table border="0" style="margin-left: 20px;"> <thead> <tr> <th style="text-align: left;"><u>Maximum Number of ordinary shares to be granted</u></th> <th style="text-align: left;"><u>Performance Measurement Period</u></th> </tr> </thead> <tbody> <tr> <td>1,732,258</td> <td>1.8.08 – 31.7.11</td> </tr> </tbody> </table> 	<u>Maximum Number of ordinary shares to be granted</u>	<u>Performance Measurement Period</u>	233,601	1.8.06 – 31.7.09	173,156	1.8.07 – 31.7.10	<u>Maximum Number of ordinary shares to be granted</u>	<u>Performance Measurement Period</u>	1,732,258	1.8.08 – 31.7.11
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1,732,258	1.8.08 – 31.7.11										
Class	<ul style="list-style-type: none"> • Ordinary shares • Potential entitlements to Ordinary shares as listed above (LTI Plan rights) 										
Number acquired	Following achievement of EPS and TSR measures (at stretch level) and in accordance with shareholder approval at the 2006 AGM, the allocation of 233,601 ordinary shares, to cover the period 01/08/06 – 31/07/09.										
Number disposed	<p>416,399 ordinary shares on 29 September 2009</p> <p>100,000 ordinary shares on 30 September 2009</p> <p>233,601 ordinary shares on 2 October 2009</p>										

+ See chapter 19 for defined terms.

<p>Value/Consideration</p> <p>Note: If consideration is non-cash, provide details and estimated valuation</p>	<p>Allocation</p> <p>Following achievement of EPS and TSR performance measures (at stretch level), and in accordance with shareholder approval, 233,601 ordinary shares were issued under the terms of the LTI Plan.</p> <p>No consideration was payable for the issue of these shares.</p> <p>Disposal</p> <p>Total consideration received for 750,000 shares is \$4,329,525.29</p> <p>Average sale price of shares sold on 29 September 2009 was \$5.8311 per share</p> <p>Average sale price of shares sold on 30 September 2009 was \$5.7685 per share</p> <p>Average sale price of shares sold on 2 October 2009 was \$5.6704 per share</p>								
<p>No. of securities held after change</p>	<ul style="list-style-type: none"> • 225 ordinary shares in David Jones Limited granted on 24 June 2000 under the David Jones Limited Exempt Employee Share Plan. Registered in the name of David Jones Share Plans Pty. Limited. <hr/> <ul style="list-style-type: none"> • 607,235 ordinary shares <hr/> <ul style="list-style-type: none"> • LTI rights (approved by shareholders at the Company's 2007 AGM) held under the terms of the LTI Plan which are subject to achievement of performance measures: <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;"><u>Maximum Number of ordinary shares to be granted</u></th> <th style="text-align: center;"><u>Performance Measurement Period</u></th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">173,156</td> <td style="text-align: center;">1.8.07 – 31.7.10</td> </tr> </tbody> </table> <ul style="list-style-type: none"> • FY09-11 Retention rights (approved by shareholders at the Company's 2008 AGM) held under the terms of the LTI Plan which are subject to achievement of performance measures and employment conditions: <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;"><u>Maximum Number of ordinary shares to be granted</u></th> <th style="text-align: center;"><u>Performance Measurement Period</u></th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">1,732,258</td> <td style="text-align: center;">1.8.08 – 31.7.11</td> </tr> </tbody> </table>	<u>Maximum Number of ordinary shares to be granted</u>	<u>Performance Measurement Period</u>	173,156	1.8.07 – 31.7.10	<u>Maximum Number of ordinary shares to be granted</u>	<u>Performance Measurement Period</u>	1,732,258	1.8.08 – 31.7.11
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<p>Nature of change</p> <p>Example: on-market trade, off-market trade, exercise of options, issue of securities under dividend reinvestment plan, participation in buy-back</p>	<p>Allocation of LTI Plan shares under the David Jones Limited Long Term Incentive Plan.</p> <p>Disposal was through on-market trades.</p>								

Part 2 – Change of director's interests in contracts

+ See chapter 19 for defined terms.

Detail of contract	Nil
Nature of interest	Nil
Name of registered holder (if issued securities)	Nil
Date of change	Nil
No. and class of securities to which interest related prior to change <small>Note: Details are only required for a contract in relation to which the interest has changed</small>	Nil
Interest acquired	Nil
Interest disposed	Nil
Value/Consideration <small>Note: If consideration is non- cash, provide details and an estimated valuation</small>	Nil
Interest after change	Nil

2 October 2009