



28 October 2009

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

Dear Sir

**Dividend Reinvestment Plan
17 cents per share, fully franked dividend payable 2 November 2009**

We advise the Allocation Price for the shares to be allocated under the Dividend Reinvestment Plan on 2 November 2009 is \$5.739 per share.

Yours faithfully
DAVID JONES LIMITED

Caroline Waldron
Company Secretary

DAVID JONES

David Jones Limited A.C.N. 000 074 573
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