

THE **JUST** GROUP

16 June 2008
MEDIA RELEASE

SMIGGLE OPENS IN WA

Just Group has announced the opening of its first Smiggle store in Western Australia.

“Smiggle has opened at the Karrinyup Shopping Centre – our 33rd Smiggle store and our first in WA,” said Just’s Managing Director, Jason Murray.

“This is an important milestone in the growth of Smiggle as a national business, and we are very excited by the quality of the location and the potential for Smiggle in WA. A second Perth store will open in July in the Carousel Shopping Centre, another key location in the Perth suburb of Cannington.

“With stores now recently opened in WA and the ACT, Smiggle’s transformation from an east coast business focused on major cities to a national chain is on track and we remain very confident that this brand will be a key contributor to Just Group’s profit growth over coming years” said Mr Murray.

“Smiggle has performed beyond expectations thus far. When we announced the acquisition, we said it was expected to add at least 1 cent per share to earnings in each of 2008 and 2009 with continued sales and earnings growth in subsequent years as more stores were opened. In March we announced as part of our half year results that, in its first five months, Smiggle had already contributed 1.3 cents per share” he said.

Smiggle now has 33 stores, operating in Victoria, New South Wales, Queensland, ACT and Western Australia. The Smiggle concept was created in 2003 and offers fun and fashion stationery that is largely purchased by, or for, teenagers.

For further information:

Jason Murray
Managing Director
+61 3 9420 0223

Issued by:

Tom Valenta
+61 3 9289 9555
0412 373 951

