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5<sup>th</sup> August 2009

Ms Frances Finucan  
Senior Advisor, Issuers (Brisbane)

By Email: [Frances.Finucan@asx.com.au](mailto:Frances.Finucan@asx.com.au)

Dear Ms. Finucan,

Re: Your letter dated 3 August 2009 re late lodgement of Appendix 3Y

We refer to your above letter and advise as follows as per the numbering of queries in that letter:

1. The Directors purchase of shares was as part of the shareholder share purchase plan offered to all shareholders. 9,110,044 shares were purchased under this share purchase plan and the director concerned purchased 50,000 of these shares. The failure to lodge the Appendix 3Y within 5 business days (as required by Listing Rule 3.19A) was an oversight by our company.
2. All Directors have been reminded of the requirement under Listing Rule 3.19B to disclose to the Company all information required by the Company to give the ASX completed Appendices 3X, 3Y and 3Z within the time period allowed by Listing Rule 3.19A.
3. The Company considers that the current arrangements are adequate and that the late lodgement of this Appendix 3Y was an unfortunate anomaly.

Yours Faithfully

James Fay

Company Secretary

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3 August 2009

Mr James Fay  
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Dear Mr Fay

**Allied Brands Limited (the "Company")  
Appendix 3Y Change of Director's Interest Notice**

We refer to the following;

1. The Appendix 3Y lodged by the Company with ASX on Friday, 31 July 2009 for Peter Elligett (the "Director Notice");
2. Listing rule 3.19A which requires an entity to tell ASX the following:
  - 3.19A.1 The notifiable interests of a director of the entity (or in the case of a trust, a director of the responsible entity of the trust) at the following times.
    - On the date that the entity is admitted to the official list.
    - On the date that a director is appointed.The entity must complete Appendix 3X and give it to ASX no more than 5 business days after the entity's admission or a director's appointment.
  - 3.19A.2 A change to a notifiable interest of a director of the entity (or in the case of a trust, a director of the responsible entity of the trust). The entity must complete Appendix 3Y and give it to ASX no more than 5 business days after the change occurs.
  - 3.19A.3 The notifiable interests of a director of the entity (or in the case of a trust, a director of the responsible entity of the trust) at the date that the director ceases to be a director. The entity must complete Appendix 3Z and give it to ASX no more than 5 business days after the director ceases to be a director.
3. Listing rule 3.19B which states as follows.

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**Australian Securities Exchange**

Australian Stock Exchange  
Sydney Futures Exchange

Australian Clearing House  
SFE Clearing Corporation

ASX Settlement and Transfer Corporation  
Austraclear

An entity must make such arrangements as are necessary with a director of the entity (or in the case of a trust, a director of the responsible entity of the trust) to ensure that the director discloses to the entity all the information required by the entity to give ASX completed Appendices 3X, 3Y and 3Z within the time period allowed by listing rule 3.19.A. The entity must enforce the arrangements with the director.

4. The Companies Update dated 27 June 2008, reminding listed entities of their obligation to notify ASX within 5 business days of the notifiable interests in securities held by each director and outlining the action that ASX would take in relation to breaches of listings rules 3.19A and 3.19B.

The Director Notice indicates that the change in Peter Elligett's notifiable interest occurred on Friday, 3 July 2009. It appears that Peter Elligett should have lodged a Director's Notice with ASX by Friday, 10 July 2009. Consequently, the Company may be in breach of listing rules 3.19A and/or 3.19B. It also appears that the director concerned may have breached section 205G of the Corporations Act.

Please note that ASX is required to record details of breaches of the listing rules by listed companies for its reporting requirements.

ASX reminds the Company of its contract with ASX to comply with the listing rules. In the circumstances, ASX considers that it is appropriate that the Company make necessary arrangements to ensure there is not a reoccurrence of a breach of the listing rules.

Having regard to listing rules 3.19A and 3.19B and Guidance Note 22: "Director Disclosure of Interests and Transactions in Securities - Obligations of Listed Entities", we ask that you answer each of the following questions:

1. Please explain why the Director Notice was lodged late.
2. What arrangements does the Company have in place with its directors to ensure that it is able to meet its disclosure obligations under listing rule 3.19A?
3. If the current arrangements are inadequate or not being enforced, what additional steps does the Company intend to take to ensure compliance with listing rule 3.19B?

Your response should be sent to Frances Finucan by email at [frances.finucan@asx.com.au](mailto:frances.finucan@asx.com.au) or facsimile on facsimile number (07) 3832 4114. It should **not** be sent to the Company Announcements Office.

A response is requested as soon as possible and, in any event, not later than half an hour before the start of trading (i.e. before 9.30am EST) on Thursday, 6 August 2009.

Under listing rule 18.7A, a copy of this query and your response **will** be released to the market, so your response should be in a form suitable for release and should separately address each of the questions asked. If you have any queries or concerns, please contact me immediately.

Yours sincerely



Frances Finucan  
Senior Adviser, Issuers (Brisbane)