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**For immediate release to the market**

**ALLIED BRANDS Limited (ASX: ABQ)**

**21<sup>st</sup> April 2010.**

## **Baskin Robbins Confectionery launched in Australia ! BIG W +150 stores and Baskin Robbins Stores +90 stores.**

- **Allied Brands Limited** and Morris National Pty Ltd (BR Confectionery Licensee) are pleased to announce the launch of Baskin Robbins Confectionery in Australia . Mass Department Store Launch Partner (BIG W), Specialty Store Launch Partner (BR Franchise stores).
- The Baskin-Robbins® Hard Candy are delicious hard boiled treats which will be available for purchase in all BR stores , BIG W Stores and other selected retail chains.
- There are 3 products being launched in the first stage of the rollout This is a great opportunity for the Baskin-Robbins® brand and **promotes the brand to a larger audience** . This will ensure greater reach and increased brand awareness to customers, that may not have had the opportunity to visit a Baskin-Robbins® store.

### **Big W Company Overview**

- BIG W is one of the largest chains of mass department stores with over 150 stores across Australia.
- It is a division of Woolworths Limited, the largest retailer in Australia.
- Its main competitors are Kmart and Target, both owned by Wesfarmers.

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## **BIG W Confectionery Dept Overview**

- Confectionery is a major category for Big W, with positioning for the department mainly at front of store ensuring high visibility and foot traffic.

## **BIG W Baskin Robbins Rollout**

- BIG W have taken 3 variants of BR Confectionery across all stores.
- Initial deliveries have been made to the 2 BIG W Distribution Centres (Warwick & Monarto)
- BIG W have issued a plan-o-gram to stores for the rollout, with in-store implementation currently taking place.

## **Baskin Robbins Franchise Rollout**

- Baskin Robbins stores are based in every state across Australia
- Confectionery will be ranged in all BR stores.
- Stock being delivered to all BR stores by 30/4.

Allied Brands CEO, Shane Radbone said, "this is a major win for the Baskin and Robbins brand in Australia, as we try to build greater brand equity. The opportunity for the group to increase brand awareness is significant."

This contract is not expected to have a material impact on the FY10 results.

On another matter, the World Expo in China (Shanghai) trialling of product (Cookies, Coffee and Ice Cream) started this week, and early indications are solid customer feedback, which is pleasing.

The company will be in a position to give an overall update to the market by the end of April on results to March 2010.

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## About Allied Brands Limited

Allied Brands is a company specialising in the franchising sector based in Australia.

Allied has three divisions to its business model.

The first division is the Retail Franchising division, which includes the following brands : Baskin Robbins, Cookie Man, Villa and Hut and Kenny's Cardiology. This division also has a focus on vertical integration with its own manufacturing facility in Sydney providing a range of products to the franchised stores, including coffee and cookie dough. It makes it's money through a percentage of sales royalty income stream and margin from the manufacturing facility.

The bulk of the Retail Franchised businesses are based in Australia, however, the Cookie Man brand has stores in India, China, Greece and Singapore.

The second division is the Direct to the Home division, which includes the following brands : Awesome Water and Awesome Entertainment. This is a direct to the home model providing water cooler and LCD plasma screens to the home.

The third division is the newly launched Franchised services division. This is a service division to the franchising sector providing services to assist franchise companies and/or those wanting to franchise. The recent announcement in November 2009, included the winning of the first franchise service contract with Bay Swiss/Freedom Homes.

Headquartered in Brisbane, Allied Brands is listed on the Australian Securities Exchange, under the ASX code of ABQ. For more information about Allied Brands, visit [www.alliedbrands.com.au](http://www.alliedbrands.com.au)