

Rule 2.7, 3.10.3, 3.10.4, 3.10.5

## Appendix 3B

### New issue announcement, application for quotation of additional securities and agreement

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 1/7/96. Origin: Appendix 5. Amended 1/7/98, 1/9/99, 1/7/2000, 30/9/2001, 11/3/2002, 1/1/2003, 24/10/2005.

Name of entity

Allied Brands Limited

ABN

20 108 958 274

We (the entity) give ASX the following information.

#### Part 1 - All issues

You must complete the relevant sections (attach sheets if there is not enough space).

- |   |  |  |
|---|--|--|
| 1 | +Class of +securities issued or to be issued   | Ordinary Shares and Share Options  |
| 2 | Number of +securities issued or to be issued (if known) or maximum number which may be issued  | 1,338,091 Ordinary Shares<br>267,619 Share Options   |
| 3 | Principal terms of the +securities (eg, if options, exercise price and expiry date; if partly paid +securities, the amount outstanding and due dates for payment; if +convertible securities, the conversion price and dates for conversion) | 1,338,091 Fully paid Ordinary Shares<br><br>267,619 Share Options granted in accordance with the terms of the Convertible Loan Agreement with an exercise price of \$0.1899 due to expire on 11 February 2015. |

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**New issue announcement**

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<p>4 Do the +securities rank equally in all respects from the date of allotment with an existing +class of quoted +securities?</p> <p>If the additional securities do not rank equally, please state:</p> <ul style="list-style-type: none"> <li>• the date from which they do</li> <li>• the extent to which they participate for the next dividend, (in the case of a trust, distribution) or interest payment</li> <li>• the extent to which they do not rank equally, other than in relation to the next dividend, distribution or interest payment</li> </ul>	<p>Yes, shares rank equally with all other issued shares, including for dividends.</p> <p>Share options grant the holder the right but not the obligation to be issued one Ordinary Share. Options do not entitle the holder the right to vote or entitlement to dividend.</p>		
<p>5 Issue price or consideration</p>	<p>1,338,091 ordinary shares issued at \$0.1121 per share consideration in accordance with the Convertible Loan Agreement</p> <p>267,619 share options issued in accordance with the Convertible Loan Agreement</p>		
<p>6 Purpose of the issue (If issued as consideration for the acquisition of assets, clearly identify those assets)</p>	<p>1,338,091 ordinary shares issued as Tranche Repayment Shares in accordance with terms of the Convertible Loan Agreement.</p> <p>267,619 share options issued as Tranche Options in accordance with terms of the Convertible Loan Agreement.</p>		
<p>7 Dates of entering +securities into uncertificated holdings or despatch of certificates</p>	<p>12 February 2010</p>		
<table border="1"> <thead> <tr> <th data-bbox="694 1803 997 1859">Number</th> <th data-bbox="997 1803 1300 1859">+Class</th> </tr> </thead> </table>		Number	+Class
Number	+Class		

+ See chapter 19 for defined terms.

8	Number and +class of all +securities quoted on ASX (including the securities in clause 2 if applicable)	193,486,286  Including:  250,000 escrowed until 5 March 2010  1,299,529 escrowed until 5 May 2010  2,546,282 escrowed until 5 May 2010  983,557 escrowed until 5 May 2010  555,179 escrowed until 5 May 2010  1,923,248 escrowed until 5 May 2010  384,513 escrowed until 5 May 2010  1,333,333 escrowed until 27 July 2010  333,333 escrowed until 27 July 2010  300,000 escrowed until 27 July 2010  100,000 escrowed until 8 October 2010  66,667 escrowed until 8 October 2010  166,667 escrowed until 8 October 2010  1,666,666 escrowed until 2 February 2011	Fully Paid Ordinary Shares
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230,769 escrowed until 6 February 2011	
333,334 escrowed until 27 July 2011	
1,666,668 escrowed until 2 February 2012	
333,334 escrowed until 27 July 2012	
2,000,000	Ordinary Shares Held as collateral
29,372,394	Options expiring 28 December 2010 exercisable at \$0.60

Number	+Class
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9	Number and +class of all +securities not quoted on ASX (including the securities in clause 2 if applicable)	3,000,000	Options expiring 13 January 2015 exercisable in accordance with the terms of the Convertible Loan Agreement
		267,619	Options expiring 11 February 2015 exercisable in accordance with the terms of the Convertible Loan Agreement
		400,000	Options expiring 22 May 2011 exercisable at \$0.35
		150,000	Convertible Notes granted to the value of \$150,000 a price determined in accordance with the terms of the Convertible Loan Agreement
		11,580,000	Convertible Notes
		1,200,000	Partly paid \$0.60 Shares
		900,000	Partly paid \$0.65 Shares

10	Dividend policy (in the case of a trust, distribution policy) on the increased capital (interests)	Unchanged
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**Part 2 - Bonus issue or pro rata issue**

11	Is security holder approval required?	Not Applicable
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- 12 Is the issue renounceable or non-renounceable?
- 13 Ratio in which the +securities will be offered
- 14 +Class of +securities to which the offer relates
- 15 +Record date to determine entitlements
- 16 Will holdings on different registers (or subregisters) be aggregated for calculating entitlements?
- 17 Policy for deciding entitlements in relation to fractions
- 18 Names of countries in which the entity has +security holders who will not be sent new issue documents  
Note: Security holders must be told how their entitlements are to be dealt with.  
Cross reference: rule 7.7.
- 19 Closing date for receipt of acceptances or renunciations

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20	Names of any underwriters	
21	Amount of any underwriting fee or commission	
22	Names of any brokers to the issue	
23	Fee or commission payable to the broker to the issue	
24	Amount of any handling fee payable to brokers who lodge acceptances or renunciations on behalf of +security holders	
25	If the issue is contingent on +security holders' approval, the date of the meeting	
26	Date entitlement and acceptance form and prospectus or Product Disclosure Statement will be sent to persons entitled	
27	If the entity has issued options, and the terms entitle option holders to participate on exercise, the date on which notices will be sent to option holders	
28	Date rights trading will begin (if applicable)	
29	Date rights trading will end (if applicable)	
30	How do +security holders sell their entitlements <i>in full</i> through a broker?	
31	How do +security holders sell <i>part</i> of their entitlements through a broker and accept for the balance?	

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32 How do +security holders dispose of their entitlements (except by sale through a broker)?

33 +Despatch date

**Part 3 - Quotation of securities**

*You need only complete this section if you are applying for quotation of securities*

34 Type of securities  
(tick one)

(a)  Securities described in Part 1 (shares only)

(b)  All other securities

Example: restricted securities at the end of the escrowed period, partly paid securities that become fully paid, employee incentive share securities when restriction ends, securities issued on expiry or conversion of convertible securities

**Entities that have ticked box 34(a)**

**Additional securities forming a new class of securities**

*Tick to indicate you are providing the information or documents*

35  If the +securities are +equity securities, the names of the 20 largest holders of the additional +securities, and the number and percentage of additional +securities held by those holders

36  If the +securities are +equity securities, a distribution schedule of the additional +securities setting out the number of holders in the categories

1 - 1,000  
1,001 - 5,000  
5,001 - 10,000  
10,001 - 100,000  
100,001 and over

37  A copy of any trust deed for the additional +securities

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**Entities that have ticked box 34(b)**

38 Number of securities for which  
+quotation is sought

39 Class of +securities for which  
quotation is sought

40 Do the +securities rank equally in  
all respects from the date of  
allotment with an existing +class  
of quoted +securities?

If the additional securities do not  
rank equally, please state:

- the date from which they do
- the extent to which they  
participate for the next  
dividend, (in the case of a  
trust, distribution) or interest  
payment
- the extent to which they do  
not rank equally, other than in  
relation to the next dividend,  
distribution or interest  
payment

41 Reason for request for quotation  
now

Example: In the case of restricted securities, end  
of restriction period

(if issued upon conversion of  
another security, clearly identify  
that other security)

	Number	+Class
42 Number and +class of all +securities quoted on ASX (including the securities in clause 38)		

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**Quotation agreement**

1 +Quotation of our additional +securities is in ASX's absolute discretion. ASX may quote the +securities on any conditions it decides.

2 We warrant the following to ASX.

- The issue of the +securities to be quoted complies with the law and is not for an illegal purpose.
- There is no reason why those +securities should not be granted +quotation.
- An offer of the +securities for sale within 12 months after their issue will not require disclosure under section 707(3) or section 1012C(6) of the Corporations Act.

Note: An entity may need to obtain appropriate warranties from subscribers for the securities in order to be able to give this warranty

- Section 724 or section 1016E of the Corporations Act does not apply to any applications received by us in relation to any +securities to be quoted and that no-one has any right to return any +securities to be quoted under sections 737, 738 or 1016F of the Corporations Act at the time that we request that the +securities be quoted.
- If we are a trust, we warrant that no person has the right to return the +securities to be quoted under section 1019B of the Corporations Act at the time that we request that the +securities be quoted.

3 We will indemnify ASX to the fullest extent permitted by law in respect of any claim, action or expense arising from or connected with any breach of the warranties in this agreement.

4 We give ASX the information and documents required by this form. If any information or document not available now, will give it to ASX before +quotation of the +securities begins. We acknowledge that ASX is relying on the information and documents. We warrant that they are (will be) true and complete.



Sign here: .....  
Company Secretary

Date: 15 February 2010

Sean Corbin

Print name: .....

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