



(acn 108 958 274)

Allied Brands Limited  
Suite 303, Level 3, The Wave Bldg  
89-91 Surf Parade  
Broadbeach, QLD 4001

Ph 07 55 880 800  
Fx 07 55 880 811  
[www.alliedbrands.com.au](http://www.alliedbrands.com.au)

11<sup>th</sup> August 2009

Ms. Frances Finucan  
Senior Advisor, Issuers (Brisbane)

Email transmission: [frances.finucan@asx.com.au](mailto:frances.finucan@asx.com.au)

Dear Ms Finucan,

Re: Allied Brands Ltd ('Company') Price Query

We are in receipt of your letter dated 11 August 2009 regarding the recent increase in price and trading volume of the Company's shares. We refer to your numbered questions and advise as follows:

1. The Company is not aware of any information concerning it that has not been announced which, if known, could be an explanation for recent trading in the securities of the Company.
2. Not Applicable.
3. On 31<sup>st</sup> July 2009 the Company again confirmed its full year profit guidance for the 2008/09 financial year. The Company is not aware of any reason why there may be a change in the operating profit or loss before abnormal items and income tax which would cause a variation of more than 15% on the profit guidance given to the market.
4. The Company is not aware of any reason to think that the Company may record any material abnormal or extraordinary profit or loss for the full year ending 30 June 2009.
5. On 10<sup>th</sup> August 2009 a positive article was published about the Company in 'The Rivkin Report'. In the past we have had substantial interest from subscribers to this report. In addition, there have been positive articles in the press relating to competitors of the Company which have been seen to be faring well in the current economic climate and investors may have extrapolated this expectation to our Company.
6. We hereby confirm that the Company is in compliance with the listing rules and, in particular, listing rule 3.1.

Yours Truly

James Fay

Company Secretary

For personal use only



ASX Markets Supervision Pty Ltd  
ABN 26 087 780 489  
Level 5  
Riverside Centre  
123 Eagle Street  
Brisbane QLD 4000

PO Box 7055  
Riverside Centre  
Brisbane QLD 4001

Telephone 61 (07) 3835 4017  
Facsimile 61 (07) 3832 4114  
Internet <http://www.asx.com.au>

11 August 2009

Mr James Fay  
Company Secretary  
Allied Brands Ltd  
Level 3 The Wave Building  
89 – 91 Surf Parade  
BROADBEACH QLD 4218

Email transmission: [james@jamesfay.com.au](mailto:james@jamesfay.com.au)

Dear Mr Fay

**Allied Brands Ltd (the "Company")**

**RE: PRICE QUERY**

We have noted a change in the price of the Company's securities from a close of 16 cents on Friday, 7 August 2009 to a high of 23 cents today, Tuesday, 11 August 2009. We have also noted an increase in the volume of trading in the securities over this period.

In light of the price change and increase in volume, please respond to each of the following questions.

1. Is the Company aware of any information concerning it that has not been announced which, if known, could be an explanation for recent trading in the securities of the Company?

Please note that as recent trading in the Company's securities could indicate that information has ceased to be confidential, the Company is unable to rely on the exceptions to listing rule 3.1 contained in listing rule 3.1A when answering this question.

2. If the answer to question 1 is yes, can an announcement be made immediately? If not, why not and when is it expected that an announcement will be made?

Please note, if the answer to question 1 is yes and an announcement cannot be made immediately, you need to contact us to discuss this and you need to consider a trading halt (see below).

3. Is there any reason to think that there may be a change in the operating profit or loss before abnormal items and income tax so that the figure for the full year period ending 30 June 2009 would vary from the previous full year period or any previous guidance provided by the Company by more than 15%? If so, please provide details as to the extent of the likely variation.

**Australian Securities Exchange**

Australian Stock Exchange  
Sydney Futures Exchange

Australian Clearing House  
SFE Clearing Corporation

ASX Settlement and Transfer Corporation  
Austraclear

4. Is there any reason to think that the Company may record any material abnormal or extraordinary profit or loss for the full year period ending 30 June 2009? If so, please provide details.
5. Is there any other explanation that the Company may have for the price change and increase in volume in the securities of the Company?
6. Please confirm that the Company is in compliance with the listing rules and, in particular, listing rule 3.1.

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

Unless the information is required immediately under listing rule 3.1, a response is requested as soon as possible and, in any event, not later than **3.00 pm** today, **Tuesday, 11 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 suitable form and separately address each of the questions asked. If you have any queries or concerns, please contact me immediately.

### Listing rule 3.1

Listing rule 3.1 requires an entity to give ASX immediately any information concerning it that a reasonable person would expect to have a material effect on the price or value of the entity's securities. The exceptions to this requirement are set out in listing rule 3.1A.

In responding to this letter you should consult listing rule 3.1 and Guidance Note 8 – Continuous Disclosure: listing rule 3.1.

If the information requested by this letter is information required to be given to ASX under listing rule 3.1 your obligation is to disclose the information immediately.

Your responsibility under listing rule 3.1 is not confined to, or necessarily satisfied by, answering the questions set out in this letter.

### Trading halt

If you are unable to respond by the time requested, or if the answer to question 1 is yes and an announcement cannot be made immediately, you should consider a request for a trading halt in the Company's securities. As set out in listing rule 17.1 and Guidance Note 16 – Trading Halts we may grant a trading halt at your request. We may require the request to be in writing. We are not required to act on your request. You must tell us each of the following.

- The reasons for the trading halt.
- How long you want the trading halt to last.
- The event you expect to happen that will end the trading halt.
- That you are not aware of any reason why the trading halt should not be granted.
- Any other information necessary to inform the market about the trading halt, or that we ask for.

The trading halt cannot extend past the commencement of normal trading on the second day after the day on which it is granted. If a trading halt is requested and granted and you are still unable to reply to this letter before the commencement of trading, suspension from quotation would normally be imposed by us from the commencement of trading if not previously requested by you. The same applies if you have requested a trading halt because you are unable to release information to the market, and are still unable to do so before the commencement of trading.

If you have any queries regarding any of the above, please let me know.

Yours sincerely



Frances Finucan  
Senior Adviser, Issuers (Brisbane)

For personal use only