

24 March 2011

## DRP PRICE ANNOUNCEMENT

Retail Food Group Limited ('RFG') announces that the issue price for shares under the Company's Dividend Reinvestment Plan ('DRP') in respect to the interim dividend payable for the period ended 31 December 2010 is \$2.72, such amount representing:

- the volume weighted average market price of all RFG shares traded on the ASX during the period of five (5) trading days immediately preceding and inclusive of the relevant Record Date, being 23 March 2011;
- less a discount of 2.5%; and
- rounded up to the nearest whole cent.

RFG is a leading Australian retail food brand manager and franchisor. It is the franchisor and intellectual property owner of the Donut King, Brumby's Bakeries, Michel's Patisserie, bb's café and Esquires Coffee Houses franchise systems.

**ENDS**

