

Appendix 3Y

Change of Director's Interest Notice

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 30/09/01 Amended 01/01/11

Name of entity:	Retail Food Group Limited
ABN:	21 106 840 082

We (the entity) give ASX the following information under listing rule 3.19A.2 and as agent for the director for the purposes of section 205G of the Corporations Act.

Name of Director	John Cowley
Date of last notice	13 October 2010

Part 1 - Change of director's relevant interests in securities

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

Direct or indirect interest	Indirect Interests
Nature of indirect interest (including registered holder) Note: Provide details of the circumstances giving rise to the relevant interest.	a) John Cowley as trustee for The JT Cowley & J Cowley Superannuation Fund. The JT Cowley & J Cowley Superannuation Fund holds shares for the benefit of Mr Cowley and or members of his family. b) Janina Mary Elizabeth Cowley. Mrs Cowley is a member of Mr Cowley's family and Mr Cowley holds a notifiable interest in the shares held by Mrs Cowley by virtue of the Corporations Act.
Date of change	6 April 2011
No. of securities held prior to change	a) John Cowley as trustee for The JT Cowley & J Cowley Superannuation Fund – 61,187 fully paid ordinary shares b) Janina Mary Elizabeth Cowley – 65,000 fully paid ordinary shares
Class	Fully paid ordinary shares
Number acquired	John Cowley as trustee for The JT Cowley & J Cowley Superannuation Fund – 1,575 fully paid ordinary shares

+ See chapter 19 for defined terms.

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Number disposed	Nil
Value/Consideration Note: If consideration is non-cash, provide details and estimated valuation	\$2.72 per share
No. of securities held after change	a) John Cowley as trustee for The JT Cowley & J Cowley Superannuation Fund – 62,762 fully paid ordinary shares b) Janina Mary Elizabeth Cowley – 65,000 fully paid ordinary shares
Nature of change Example: on-market trade, off-market trade, exercise of options, issue of securities under dividend reinvestment plan, participation in buy-back	Fully paid ordinary shares issued pursuant to the Company's Dividend Reinvestment Plan.

Part 2 – Change of director's interests in contracts

Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

Detail of contract	Not applicable
Nature of interest	
Name of registered holder (if issued securities)	
Date of change	
No. and class of securities to which interest related prior to change Note: Details are only required for a contract in relation to which the interest has changed	
Interest acquired	
Interest disposed	
Value/Consideration Note: If consideration is non-cash, provide details and an estimated valuation	
Interest after change	

+ See chapter 19 for defined terms.

Part 3 – ⁺Closed period

Were the interests in the securities or contracts detailed above traded during a ⁺closed period where prior written clearance was required?	No
If so, was prior written clearance provided to allow the trade to proceed during this period?	N/A
If prior written clearance was provided, on what date was this provided?	N/A

⁺ See chapter 19 for defined terms.