

# 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

|                        |                           |
|------------------------|---------------------------|
| <b>Name of entity:</b> | Retail Food Group Limited |
| <b>ABN:</b>            | 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.

|                            |               |
|----------------------------|---------------|
| <b>Name of Director</b>    | John Cowley   |
| <b>Date of last notice</b> | 12 April 2011 |

### 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.

|                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                     |
|------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Direct or indirect interest</b>                                                                                                                   | Direct & Indirect Interests                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Nature of indirect interest (including registered holder)</b><br>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.<br><br>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. |
| <b>Date of change</b>                                                                                                                                | 7 July 2011                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>No. of securities held prior to change</b>                                                                                                        | a) John Cowley as trustee for The JT Cowley & J Cowley Superannuation Fund – 62,762 fully paid ordinary shares<br><br>b) Janina Mary Elizabeth Cowley – 65,000 fully paid ordinary shares                                                                                                                                                                                                           |
| <b>Class</b>                                                                                                                                         | Fully paid ordinary shares                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Number acquired</b>                                                                                                                               | John Cowley – 124,433 fully paid ordinary shares                                                                                                                                                                                                                                                                                                                                                    |

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+ See chapter 19 for defined terms.

## Appendix 3Y

### Change of Director's Interest Notice

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|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Number disposed</b>                                                                                                                                                      | Nil                                                                                                                                                                                                                                                  |
| <b>Value/Consideration</b><br>Note: If consideration is non-cash, provide details and estimated valuation                                                                   | \$130,798.00                                                                                                                                                                                                                                         |
| <b>No. of securities held after change</b>                                                                                                                                  | a) John Cowley as trustee for The JT Cowley & J Cowley Superannuation Fund – 62,762 fully paid ordinary shares<br><br>b) Janina Mary Elizabeth Cowley – 65,000 fully paid ordinary shares<br><br>c) John Cowley – 124,433 fully paid ordinary shares |
| <b>Nature of change</b><br>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 following exercise of vested options issued under the Company's Executive Share Option Plan (ESOP).                                                                                                                |

## 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.

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

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+ See chapter 19 for defined terms.

**Part 3 – <sup>+</sup>Closed period**

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

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<sup>+</sup> See chapter 19 for defined terms.