Rule 3.19A.2

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	Colin Archer
Date of last notice	12 July 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.

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) Cecelia McNamara as trustee for The Blonde Moment Trust. Colin Archer is a discretionary object of The Blonde Moment Trust. b) R & J Archer as trustees for The R & J Archer Superannuation Fund. The R & J Archer Superannuation Fund holds shares for the benefit of Colin Archer and or members of his family; c) Archer Management Pty Ltd ACN 010 320 591 as trustee for The Archer Family Trust. Colin Archer is the sole director and shareholder of Archer Management Pty Ltd. The Archer Family Trust holds shares for the benefit of Colin Archer and or members of his family. d) Archer Management Pty Ltd ACN 010 320 591 as trustee for The Archer Superannuation Trust. Colin Archer is the sole director and shareholder of Archer Management Pty Ltd. The Archer Superannuation Trust holds shares for the benefit of Colin Archer and or members of his family.

Date of change	1 August 2011
No. of securities held prior to change	a) Cecelia McNamara as trustee for The Blonde Moment Trust – 24,086 fully paid ordinary shares b) R & J Archer as trustees for The R & J Archer Superannuation Fund – 37,658 fully paid ordinary shares c) Archer Management Pty Ltd ACN 010 320 591 as trustee for The Archer Family Trust – 95,000 fully paid ordinary shares d) Archer Management Pty Ltd ACN 010 320 591 as trustee for The Archer Superannuation Trust – 201,100 fully paid ordinary shares
Class	Fully paid ordinary shares
Number acquired	Archer Management Pty Ltd ACN 010 320 591 as trustee for The Archer Superannuation Trust – 5000 fully paid ordinary shares
Number disposed	Nil
Value/Consideration Note: If consideration is non-cash, provide details and estimated valuation	$6,600.00
No. of securities held after change	a) Cecelia McNamara as trustee for The Blonde Moment Trust – 24,086 fully paid ordinary shares b) R & J Archer as trustees for The R & J Archer Superannuation Fund – 37,658 fully paid ordinary shares c) Archer Management Pty Ltd ACN 010 320 591 as trustee for The Archer Family Trust – 95,000 fully paid ordinary shares d) Archer Management Pty Ltd ACN 010 320 591 as trustee for The Archer Superannuation Trust – 206,100 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 following exercise of vested options issued under the Company's Executive Share Option Plan.

+ See chapter 19 for defined terms.

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	

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.