

2nd September 2011Australian Securities Exchange Limited
Company Announcements Office**Placement Shares Issued and Share Purchase Plan Announced****Placement of Shares**

World Reach Limited (the Company) advises that it has completed the issue of shares to three investors who subscribed for a placement of 96,000,000 ordinary shares at an issue price of \$0.0025 per share to raise \$240,000 for working capital purposes.

The shares were issued on 31st August following the receipt of all monies.

Share Purchase Plan

The Company is pleased to announce that it will be implementing a Share Purchase Plan (*the Plan*) to allow eligible shareholders to apply for up to \$15,000 worth of shares in the Company at an issue price of \$0.0025 per share.

Under the Plan, shareholders with registered addresses in Australia or New Zealand who were on the share register on 1st September 2011 will each be entitled to subscribe for up to \$15,000 worth of shares at an issue price of \$0.0025 per share. This price represents a discount of 16.67% to the volume weighted average price of the Company's shares traded in the ordinary course on the ASX in the last 5 trading days up to and including the 1st September 2011 and is the same price as the placement of shares to investors.

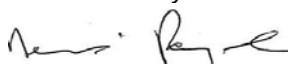
Further details of the Plan, including a letter of offer, a terms and conditions statement and an application form, will be announced on or about 6th September 2011.

Eligible shareholders should receive the formal letter of offer, terms and conditions of the Plan together with an application form shortly after 6th September 2011. Eligible shareholders will only be able to participate in the Plan by completing and returning the application form sent to them, together with payment for the amount of shares they wish to take up.

The number of shares to be issued under the Plan will be capped at 120,000,000 (\$300,000 cap). WRR reserves the right to scale back applications at its discretion. Funds raised will be used for working capital purposes.

The Plan will provide eligible shareholders with an opportunity to purchase shares in the Company at a discount to the current market price. The shares may be purchased without brokerage or other costs. Based on a share price of \$0.003, a marketable parcel of shares is 166,667 shares. Accordingly, the Plan provides those shareholders who currently hold less than a marketable parcel the opportunity to acquire shares so that they may now hold a marketable parcel. The Company encourages those shareholders to do so.

Yours faithfully

A handwritten signature in dark ink, appearing to read "Dennis Payne".Dennis Payne
Company Secretary

For further information contact:

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