

SPECIALTYFASHION | GROUP

ASX Announcement/Media Release

2 April 2012

Specialty Fashion Group announces director resignation

Specialty Fashion Group Limited (ASX: SFH), announced today the resignation of Ms Wai Tang as a non-executive director, effective 1 April 2012. Ms Tang has served on the Board since October 2010, and she has resigned due to the demands of her other business interests.

Geoff Levy, Chairman commented: "It is with our regret that Wai leaves, she has made a valuable contribution and we wish her well with her other business ventures. The Board has commenced its search for her replacement."

ENDS

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About Specialty Fashion Group

Specialty Fashion Group is the largest specialty retailer of women's fashion in Australasia, through Millers, Katies, Crossroads, Autograph, City Chic and La Senza. The company operates 900 stores in Australia and New Zealand, and its brands' products are also available online at www.millers.com.au, www.katies.com.au, www.crossroads.com.au, www.autographfashion.com.au, www.citychic.com.au, www.lasenza.com.au, and in the USA at www.citychiconline.com.