

SPECIALTY FASHION | GROUP

ASX Announcement/Media Release

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Specialty Fashion Group announces Board appointments

Specialty Fashion Group Limited (ASX: SFH), announced today its intention to appoint Ashley Hardwick and Michael Hardwick as non-executive directors, effective 25 May 2012. They represent the shareholders of the Cotton On Group that hold a 20% interest in Specialty Fashion Group.

Ashley Hardwick is a director and shareholder of the Cotton On Group and has over 20 years of retail experience. He also oversees the property function of the business. Michael Hardwick is the Chief Financial Officer of the Cotton On Group, and has been heavily involved in the internal expansion of the business.

Geoff Levy, Chairman commented: "We are delighted that Ashley and Michael Hardwick have accepted our offer to join the Board. Both bring excellent global retail credentials."

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.