



ASX/media release

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BOARD APPOINTMENTS

Leading Australian retail food brand manager and franchisor, Retail Food Group Limited (RFG or the Company) today announced the appointment to the Board of Mrs Jessica Buchanan and Mr Tony Williams as independent non-executive directors.

About Jessica Buchanan:

Mrs Buchanan commenced her career in the advertising industry, working with multi-national agencies such as Wunderman, Young & Rubicam and EHS Brann (UK) where she managed campaigns for various blue chip companies including Ericsson, Tabcorp, Du Pont, Cadbury Schweppes, the Australian Defence Force, British Gas and BMW.

Having been recruited to the role of National Brand Director of the then fledgling Boost Juice Bars franchise system in 2003, Jessica successfully designed and executed programs which resulted in a dramatic increase in brand awareness, network revenue and outlet proliferation.

Since leaving Boost Juice Bars in late 2004, she founded the successful strategic brand consultancy firm 'Brands R People 2' which has advised over twenty retail franchise groups including Hairhouse Warehouse, Healthy Habits, Mr Rental, Education Works, Matchbox, Oriental Tea House and Banjo's Bakehouse Cafes where she also served as a non-executive director from 2009 to 2011.

About Anthony (Tony) Williams:

Tony first became involved in retail food in the early 1970's when he accepted an invitation to undertake Woolworths management training specialising in cafeteria services. Thereafter, for 15 years Tony developed, owned and franchised numerous QSR chicken concepts in Western Australia and Queensland.

In the later part of the 1980's Tony developed the then embryonic "BB's Coffee & Bake" franchise system. He subsequently became a founder of Retail Food Group (Australia) which was established to own and operate both the BB's and Donut King franchise systems.

Tony's flair for the development of food concepts, entrepreneurial ability to identify and capitalise on retail opportunities, and empathy for franchisees led to his appointment as Managing Director of RFG in 1992. Having stepped down from that role in 1999 for health reasons, Tony maintained his involvement with the Company as a substantial shareholder and Chairman of the Board.

His initial tenure with RFG ended in late 2003 when private equity acquired Tony's interest.

Subsequently Tony has established a small gourmet pizza/coffee chain, "Pizz-a-cake", and continues to act as an independent director of successful Queensland centric coffee house – Zaraffas.

Mrs Buchanan has also been appointed to the Company's Nominations and Remuneration Committees whilst Mr Williams will serve on the Audit & Risk Management Committee.

RFG Chairman Bruce Hancox said, "it is my pleasure to introduce Jessica, and welcome back Tony, to the RFG Board. Their appointments inject unique skill sets and balance into policy and decision making deliberations, and will provide a valuable contribution to the future direction of the Company and its franchise systems".

"Jessica has enjoyed over 13 years in branding, marketing and advertising, developing a knowledge and skill set that is synergistic with the Company's existing structures, business model and 'strength in brands' mantra".

"Similarly, Tony has an extensive affinity with retail food, franchising and in particular, Retail Food Group and its original brands – Donut King and bb's cafe".

"The specialist marketing and retail expertise possessed by Jessica and Tony complement the Board's existing accounting, financial, corporate and governance proficiencies", he said.

Consistent with the Company's announcement of 26 March 2012, contemporaneous with the appointments noted above, Nigel Nixon has resigned as an executive director of the Company and now occupies the position of Chief Operating Officer, the role assumed by him upon restructure of the organisation earlier in the year.

About Retail Food Group Limited:

Retail Food Group is a leading Australian retail food brand manager, franchisor and wholesale coffee roaster. It is the franchisor and intellectual property owner of the Donut King, Michel's Patisserie, Brumby's Bakery, bb's café, Pizza Capers Gourmet Kitchen and Esquires Coffee Houses franchise systems and roasts over one million kilograms annually of proprietary coffee products via the Evolution Coffee Roasters Group, Caffè Coffee and Barista's Choice coffee brands.

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