



ASX/media release

15 November 2012

UPDATE REGARDING SHARE PURCHASE PLAN

On 4 October 2012, leading Australian retail food brand manager and franchisor, Retail Food Group Limited (RFG or the Company), announced a Share Purchase Plan (SPP) to raise \$7 million.

RFG is pleased to advise that it has received applications from over 850 eligible shareholders for considerably more than the \$7 million sought under the SPP.

Due to the oversubscription, the Directors have exercised their discretion to scale back the offer on a pro rata basis with eligible shareholders to receive circa 75% of the shares applied for.

The Company anticipates allotment of SPP shares on the 19th of November 2012 and will keep the market informed in that respect.

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, Crust Gourmet Pizza Bar and Esquires Coffee Houses franchise systems with circa 1,350 outlets. In addition, the Company 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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