

SPECIALTYFASHION | GROUP

ASX Announcement

17 July 2014

Resignation of Chief Financial Officer & Company Secretary

Specialty Fashion Group Limited (ASX: SFH) (the Group), announces the resignation of Chief Financial Officer and Company Secretary, Alison Henriksen.

Ms Henriksen joined the Group in 2009 and has accepted an offer to become an Executive Director for the Australian subsidiary of a global company.

Gary Perlstein, Specialty Fashion Group's CEO, said: *"In her five years as CFO, Alison has been an excellent financial leader of the Group, instrumental in helping re-shape the Group into an omni-channel retailer and played a key role in our recent acquisition of Rivers. Whilst we will miss Alison, this is an exciting opportunity for her to join a multinational group and further her career. We wish her well in the next milestone in her career which recognises her excellent leadership skills."*

Specialty Fashion Group will commence a search for Ms Henriksen's replacement. She will stay on with the Group through to October to facilitate a smooth transition.

The Board and management would like to thank Ms Henriksen for her significant contribution to Specialty Fashion Group and wish her the best for her future endeavours.

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 Rivers. The company operates 1095 stores in Australia, New Zealand, and South Africa 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.rivers.com.au, www.citychic.com.au, and in the USA at www.citychiconline.com.