



ASX & MEDIA RELEASE

14 September 2001

DAVID JONES LIMITED ADVICE RE:

- 1) REINSTATEMENT OF DIVIDEND REINVESTMENT PLAN; AND**
- 2) ADMINISTRATION FEE FOR NEW PARTICIPANTS IN SHAREHOLDER REWARDS**

1) REINSTATEMENT OF DIVIDEND REINVESTMENT PLAN

The Directors of David Jones Limited ("David Jones") have resolved to reinstate the Company's Dividend Reinvestment Plan ("DRP").

The Chairman of David Jones Mr. Dick Warburton said today, " The DRP was introduced at the time of the company's float in 1995 and suspended in early 1997. Over the intervening period a large number of our retail shareholders have indicated support for the reinstatement of the DRP. The Board has decided to once again provide the opportunity for our shareholders to reinvest their dividends in new ordinary shares in David Jones".

The reactivated DRP takes effect from today. All shareholders will receive correspondence shortly regarding participation ①

2) ADMINISTRATION FEE FOR NEW MEMBERS OF SHAREHOLDER REWARDS

David Jones also advised today that a \$50 annual membership fee will be applied to the Shareholder Rewards program from 1 October, 2001. The fee will not apply to existing members of the shareholder rewards scheme. ①

Shareholders registered prior to 1st October who are not currently enrolled but meet the eligibility criteria for enrolment in the Shareholder Rewards program may enrol anytime up to 1 April 2002 without being charged the annual membership fee.

ENDS

FOR FURTHER INFORMATION CONTACT

Jill Campbell
GM Corporate Affairs
David Jones Limited
Phone: 02 9266 5960
Mobile: 0412 047 448
email: jillcampbell@davidjones.com.au

① FOR FURTHER INFORMATION RE SHAREHOLDINGS AND SHAREHOLDER REWARDS

- a) Investors requiring further information on their shareholding should call the David Jones share registry on 1800 652 207. Shareholders can also access information and services relevant to their holding including dividend payment history details, via the David Jones website at www.davidjones.com.au in the For Investors section.
- b) The David Jones shareholder rewards scheme commenced in February 2000. As at the end of July 2001 there were 78,000 David Jones shareholders of which 56,000 were shareholder rewards members. Information on the benefits of the shareholder rewards scheme and eligibility is available via the David Jones website at www.davidjones.com.au in the For Investors section.

DAVID JONES

David Jones Limited A.C.N. 000 074 573
A.B.N. 75 000 074 573

Elizabeth Street Store 86-108 Castlereagh Street Sydney NSW 2000 Australia Telephone 02 9266 5544