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**ASX AND MEDIA RELEASE  
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**DAVID JONES LIMITED  
1<sup>st</sup> QUARTER SALES PROGRESS**

Chief Executive Officer of David Jones Limited, Mr. Peter Wilkinson today provided a 1<sup>st</sup> quarter sales progress report to the market. "We are now a little over half way through the 1<sup>st</sup> quarter of our new financial year. Given the current anomalous trading conditions I felt it timely to issue a sales progress report."

"While according to ABS figures the \$13b department store sector experienced a sales decline in August it was a solid month for David Jones. Sales revenues were ahead of last year on both on an overall and like for like basis and we gained over a percentage point market share," Mr. Wilkinson said.

"In September, we along with many others in the market, felt the short term affects of the 11 September terrorist attacks in the United States. Sales patterns began to rebuild shortly after and sales for the month of September were slightly ahead of last year", he said.

"We are obviously only a few days into October, however the month has started well. Our customers are reacting well to our annual October event," he said.

"We believe it is sensible to approach Christmas trade cautiously this year. We are confident however that our Christmas campaign will be well received by our customers".

"David Jones has demonstrated throughout 2001 that we are able to manage well through changeable and challenging market conditions. Our strategy and the processes that support it have put us in the fortunate position of maintaining a high degree of flexibility relative to the current sales environment" Mr. Wilkinson concluded.

David Jones will report 1<sup>st</sup> quarter sales to the market in early November and will provide greater detail at that time

**ENDS**

**FOR FURTHER INFORMATION CONTACT**

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