



Media Release

2 October 2001

**DAVID JONES LIMITED ADVICE
RE ROCKINGHAM AHERNS STORE**

David Jones Limited ('David Jones') acquired 5 Aherns stores in 1999. The group has been gradually transitioning these stores to the David Jones brand and will formally rebrand Aherns as David Jones in February 2002.

Stores Director Mr. Don Grover said, "The Rockingham site has presented a number of challenges to us. The store is substantially smaller than our average floorplate, coupled with the fact that the catchment area is significantly lower in both size and density than preferable for our strategic model."

Mr. Grover said, "We have decided that the Rockingham store will not be rebranded in line with the other Aherns stores next year and while the Rockingham store is leased until September 2004 we will not be remaining in the store after that time."

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FOR FURTHER INFORMATION CONTACT

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