



For Immediate Distribution

17 September 2003

DAVID JONES SECURES EXCLUSIVE DISTRIBUTION OF THE LISA HO AND HO BRANDS

David Jones Limited (DJS) today announced that it has entered into a strategic alliance with Lisa Ho Designs Pty Limited pursuant to which it has been appointed as the **exclusive department store distributor** of the “**Lisa Ho**” and “**Ho**” brands throughout Australia.

As part of this exclusive distribution arrangement, **supply to all non-David Jones department stores will cease following the summer 2003 season.**

The Lisa Ho and Ho brands are well established and successful brands in Australia that have featured prominently and been well received at high profile events such as Mercedes Australian Fashion Week.

David Jones Chief Executive Officer Mr Mark McInnes said, “We are delighted that Lisa Ho has decided to join our portfolio of Australian designers.

“Lisa Ho is a highly respected and talented designer who has established two very successful brands. Her decision to team up with David Jones is strong evidence of the confidence that respected brands have in our ability to successfully execute our ‘home of brands’ strategy and our ability to further develop and grow their brands,” Mr McInnes said.

Under the terms of the strategic alliance David Jones will commence stocking the Lisa Ho and Ho ranges in winter 2004. Lisa Ho and Ho concept stores will start being rolled-out in summer 2004.

Prior to entry into the strategic alliance agreement with David Jones, Lisa Ho and Ho designs were available through Lisa Ho boutiques and up to nine non-David Jones department stores. Whilst distribution through non-David Jones department stores will cease following the 2003 summer season, the stand alone Lisa Ho boutiques will remain and will work closely with David Jones to promote and grow the two brands.

Lisa Ho Designs Pty Limited Managing Director, Lisa Ho said, “We are excited about the plans we have to expand our category range and to grow our Lisa Ho and Ho brands and are confident that through our alliance with David Jones we are teaming up with a partner who understands and values our brands.”

DAVID JONES

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David Jones Group General Manager of Apparel, Cosmetics and Marketing Ms Colette Garnsey said, "We are thrilled about the prospect of expanding our brand portfolio to include brands as popular and highly regarded as Lisa Ho and Ho.

"We believe these brands have enormous potential to grow and to expand into new complementary categories, which will appeal to our customers," Ms Garnsey said.

Ends

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