



ASX AND MEDIA RELEASE

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NAPOLEON COSMETICS TEAMS UP WITH DAVID JONES AND EMBARKS ON GLOBAL EXPANSION

Napoleon Cosmetics Pty Ltd (trading as Napoleon Perdis) and David Jones Limited (DJS) today announced that they have entered into a strategic alliance pursuant to which David Jones will be the **exclusive department store partner** of Napoleon Perdis Cosmetics in Australia as from 1 August 2004.

Napoleon Perdis Cosmetics was founded by one of Australia's leading make-up artists and cosmetic industry spokespeople, Mr Napoleon Perdis, in 1993. The brand started as a range for professional make-up artists and has since grown to become a multi-million dollar business catering to a broad range of users including retail consumers and professional make-up artists working on film sets and high-end glossy fashion shoots and parades.

Today **Napoleon Perdis Cosmetics is the leading, Australian owned, premium cosmetics brand.** It is at the forefront of fashion innovation, a style leader renowned for the superior quality of its products, the depth of its range and its accessibility. Evidence of the brand's reputation and positioning in the market can be seen by the fact that it was **selected as the Official Make-up Partner for Mercedes Australian Fashion Week**, with 90 Napoleon make-up artists working on a total of 28 fashion shows.

David Jones Chief Executive Officer Mr Mark McInnes said, "We are proud to be teaming up with a brand as highly regarded and respected in the cosmetics industry as Napoleon Perdis Cosmetics. It is a brand that encapsulates David Jones' core values of fashionability and accessibility and reinforces our commitment to provide the world's best cosmetics offering in Australia.

"At David Jones we pride ourselves on identifying Australian talent and quality brands at an early stage and teaming with them as they grow and make their mark in international markets – Napoleon Perdis Cosmetics is a brand that we believe has immense potential and is amongst the world's best," Mr McInnes said.

Napoleon Perdis Cosmetics founder and CEO, Mr Napoleon Perdis said, "Our business has enjoyed impressive growth over the past 10 years. We have now reached the next stage of our development and it is imperative that we forge an alliance with a department store that understands our brand and how we wish to be presented to customers.

"David Jones is regarded as a fashion destination in the Australian market, housing the most fashionable brands in the world. It also has an impeccable track record of working with brands and helping them reach their full potential. For this reason, we have decided that David Jones is the most appropriate department store for our brand to align itself with, as we embark upon international expansion," Mr Perdis said.

The strategic alliance between David Jones and Napoleon Perdis Cosmetics provides for the creation of prototype 'Napoleon Perdis Cosmetic concept areas' in 10 David Jones stores, including a corporate makeover section, a bridal boutique area, a professional make-up artist area, a customer interactive 'dabble' bar and private make-up consultation areas.

DAVID JONES

David Jones Limited A.C.N. 000 074 573
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The design and feel of the David Jones in-store 'Napoleon Perdis Cosmetics concept areas' will be developed jointly by Napoleon Perdis and David Jones and will be used as a model which will be replicated by the Napoleon Perdis Cosmetics brand in international department stores as the group expands globally.

The Napoleon Perdis Cosmetics group continues to go from strength to strength. In addition to being available in more than 200 outlets in Australia and New Zealand, it intends to open stand alone Napoleon Perdis Cosmetics stores in the United States by March 2005 and is well progressed in its negotiations with a number of US department stores about department store distribution and support in the United States. **Napoleon Perdis Cosmetics will be the first Australian developed and owned, premium cosmetics brand to launch a comprehensive range internationally, since Helena Rubenstein cosmetics more than 60 years ago.** Expansion into the US will be funded internally by the Napoleon Perdis Cosmetics group, which is privately owned.

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