



MEDIA RELEASE

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For Immediate Distribution

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DAVID JONES & DONNA HAY ANNOUNCE EXCLUSIVE HOMEWARES & FOOD PARTNERSHIP

David Jones Limited (DJS) today announced that it has entered into an exclusive partnership with Donna Hay for the design and development of 'Donna Hay' branded homewares and food products, to be available exclusively at David Jones stores throughout Australia.

Donna Hay is Australia's most influential and highly acclaimed food stylist, cookbook author and food magazine editor. She is the author of five internationally best-selling and award winning cookbooks including the "Modern Classics" series, "Off the Shelf" and "Marie Claire Dining". She is also the author of a bi-monthly Donna Hay cooking magazine and a weekly food column in News Limited's Sunday newspapers throughout Australia.

The David Jones/Donna Hay partnership commences immediately and will involve the development of a range of 'Donna Hay' branded products such as kitchenware, glassware, candles, napery, ceramics, accessories and food products. In addition to the design and development of products, Ms Hay will conduct regular demonstrations and make regular appearances throughout David Jones stores, to provide cooking tips and style guidance as well as to answer questions customers may have.

David Jones Chief Executive Officer, Mr Mark McInnes said, "We are thrilled to be teaming up with Donna Hay. Donna is Australia's favourite cook and one of the most influential food writers of our time. She has changed the attitude of millions of Australians to food, cooking and entertaining at home.

"Her books, magazines and weekly columns are an inspiration to many. It is a natural progression for Donna to extend her expertise into the areas of homewares and food products and we are delighted that she has chosen David Jones as her partner to do this with," Mr McInnes said.

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Ms Donna Hay said, "For some time now, there has been growing demand amongst readers of my books, magazines and weekly columns for me to recommend homewares and food products to be used in conjunction with my recipes. It was a logical step therefore for me to create a range of 'Donna Hay' homewares and food products. I have waited until now to venture into this area because I have been cognisant of the need to team up with the right partner.

"David Jones has a long tradition of operating Foodhalls that offer the best produce from around the world. It understands the essence of modern cooking and the role that quality homewares and food products play in modern life today. David Jones also understands the essence of the 'Donna Hay' brand and its promise of practical and stylish solutions for everyday cooking. I am very excited about embarking on this new venture with a partner of David Jones' calibre," Ms Hay said.

The 'Donna Hay' branded products will be stocked in all David Jones stores throughout Australia. It is expected that the first 'Donna Hay' products will be available in October 2004.

Ends

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