



DAVID JONES & INDUSTRIE ANNOUNCE EXCLUSIVE ALLIANCE

David Jones Limited (DJS) today announced that it has entered into a '**Department Store Exclusive Brand Agreement**' with one of Australia's largest urban fashion brands, '**industrie**'.

industrie was started 10 years ago, as an accessible, fashion-forward brand for young men by current Managing Director and owner Nick Kelly. It initially was distributed through stand-alone stores and in all Myer department stores. Since then the brand has enjoyed extraordinary growth. Today the brand generates approximately \$85 million in turnover per annum (from its stand-alone stores and department stores) and has expanded its range to include not only menswear but also childrenswear and womenswear.

In 2006 **industrie** broadened its distribution in David Jones stores and is currently available in all David Jones stores throughout Australia.

industrie has decided to exit all Myer stores and to become department store exclusive to David Jones as of Autumn/Winter 2009.

industrie Managing Director Nick Kelly said, "Since joining David Jones' stable of brands we have recognised the importance to our business of partnering with a department store that is committed to fashion retailing, respects brands and has the management experience and track record of trading through both the ups and downs of the economic cycle.

"David Jones is regarded as a fashion destination within the Australian market. It offers the best national and international brands all under one roof and it understands how brands such as ours, wish to be presented to customers.

"Importantly, David Jones understands the importance of long-term brand relationships and the importance of having a highly experienced fashion retail management team to partner with brands and grow them profitably during tough retail conditions. For this reason we believe that David Jones is the ideal department store partner for our business in Australia and we look forward to working together with them and continuing our track record of profitability and growth," Mr Kelly said.

David Jones Group General Manager of Apparel, Cosmetics and Accessories, Colette Garnsey said, "We have had an excellent and mutually beneficial relationship with **industrie**. We are delighted with **industrie's** decision to become department store exclusive to David Jones as from the launch of our Autumn/Winter 2009 collections on 11 February 2009.

"**industrie** has been an extremely strong performing brand for us in our fast growing youth fashion business. The agreement announced today has the potential to double **industrie's** business with David Jones and to catapult it to becoming one of David Jones' top 10 revenue generating brands," Ms Garnsey said.

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