



For Immediate Distribution

31 January 2006

DAVID JONES & MODELCO ANNOUNCE EXCLUSIVE ALLIANCE

David Jones Limited (DJS) today announced it has entered into an agreement to be the exclusive department store distributor in Australia of Modelco, Australia's fastest growing cult cosmetics brand.

ModelCo was founded in 2002 by Shelley Barrett and is today renowned for its innovative products and its impressive growth track record. Since inception three years ago Modelco's turnover has increased by 350% – a remarkable achievement for a start-up brand. In recognition of this phenomenal growth, ModelCo's founder Ms Shelley was bestowed the honour of winning Ernst & Young's, "2005 Australian Young Entrepreneur of the Year" and was recently named as one of SYDNEY Magazines '10 Faces to Watch' in 2006.

ModelCo's extraordinary worldwide success started with the launch of two innovative products - the Lash Wand Heated Eyelash Curler and the TAN Airbrush in a Can – both of which combined cutting edge creativity and technical innovation. These products earned glowing endorsements in international publications such as Vogue, Harper's BAZAAR, Marie Claire and InStyle and were the catalyst that established ModelCo as a cult beauty brand both in Australia and overseas.

Today ModelCo products are sold in more than 500 department stores and niche beauty apothecaries around the world, including Colette and Le Printemps in Paris, VillaModa in Dubai and beauty mecca Space.NK in the UK. In the US, ModelCo is stocked at Sephora and is the first Australian beauty brand to launch into BLISS Spas and Victoria's Secret.

Celebrity fans of ModelCo include Nicole Kidman, Kylie Minogue, Naomi Watts, Kate Winslet, Renee Zellweger, Sienna Milller, Elle Macpherson, Jade Jagger and Helena Christensen.

David Jones CEO Mr Mark McInnes said, "We are delighted that David Jones has been appointed the exclusive department store distributor of ModelCo cosmetics in Australia.

"ModelCo has established a loyal customer base and is one of our top performing beauty brands. It is a brand that consumers know and love and we are confident that this brand will continue its outstanding growth track record."

DAVID JONES

David Jones Limited A.C.N. 000 074 573
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David Jones General Manager of Cosmetics Mr Neale Joseph said “We look forward to building the ModelCo brand by expanding distribution to our entire 34 store network over the next 12 months. These concept stores will be staffed by trained consultants and will provide a wide variety of beauty treatments,” Mr Joseph said.

David Jones’ department store exclusive distribution arrangement with ModelCo is for an initial term of five years and may be extended after this period by mutual agreement by the parties. ModelCo today ceased supply to all other non David Jones department stores in Australia.

ModelCo CEO & founder Ms Shelley Barrett said, “I am delighted that ModelCo has joined the David Jones family. They very much understand our brand and share our long term vision.

“I see this strategic partnership with David Jones as a milestone on ModelCo’s ongoing journey to painting the world pink, continuing to create innovative products with “WOW” factor and becoming a major player in the international cosmetic industry competing against luxury and large multi-national cosmetics brands,” Ms Barrett said.

David Jones will celebrate the launch of ModelCo’s debut Colour Collection in mid 2006.

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