



For Immediate Distribution

10 October 2005

DAVID JONES & SIMONE PERELE LINGERIE ANNOUNCE EXCLUSIVE ALLIANCE

David Jones Limited (DJS) today announced it has entered into an agreement to be the exclusive department store distributor of Simone Perele Lingerie in Australia.

Simone Perele is one of France's most iconic lingerie brands and was recently bestowed with the unique honour of each window display in Paris' Galleries Lafayette paying tribute to the brand. This is an honour granted to only four other brands in the history of the store – namely, Louis Vuitton, Chanel, Yves St Laurent and Burberry and is regarded as a mark of distinction and excellence within the fashion industry.

The Simone Perele brand was founded in 1948 and is still owned and operated by the Perele family under the stewardship of Philippe Grodner, the son of the founder Simone Perele and his sister Catherine Perele. The brand is the leading lingerie brand in French department stores such as Printemps and Galleries Lafayette and is sold in more than 80 countries worldwide. It is renowned for its exquisite workmanship, its glamour, aspiration, accessibility and its use of quality fabrics such as French lace.

David Jones Group General Manager of Apparel Ms Colette Garnsey said, "We are delighted that David Jones has been appointed the exclusive department store distributor of the Simone Perele brand in Australia. Simone Perele complements our existing portfolio of exclusive brands and encapsulates David Jones' core values of fashionability and accessibility.

"Simone Perele is one of our top selling lingerie brands and is a brand that our customers know and love.

"We look forward to building this business through the installation of seven brand new Simone Perele concept areas and the roll-out of the brand into our entire 34-store network.

"We also look forward to a formal launch and celebration of our exclusive distribution partnership with Simone Perele, with an event that will be attended by special guest, Mr Grodner, President of Simone Perele who will be travelling from Paris to join us," Ms Garnsey said.

DAVID JONES

David Jones Limited A.C.N. 000 074 573
A.B.N. 75 000 074 573



David Jones' department store exclusive distribution arrangement with Simone Perele is for an initial term of five years and may be extended after this period by mutual agreement by the parties. The new winter collection of Simone Perele Lingerie will be launched exclusively on a department store basis at David Jones on 1 February 2006.

Simone Perele's CEO for Australia, Mr Michael Rosenfield said, "We are very excited about the new exclusive arrangement with David Jones. David Jones is regarded as a fashion destination within the Australian market – not only does it offer the most fashionable brands in the world under one roof, but it understands brands and how they wish to be presented to customers.

"David Jones has an impeccable track record of working with brands and helping them reach their full potential. For this reason, Simone Perele has decided that David Jones is the ideal department store partner for the brand in Australia and we look forward to working together in growing our brand in this market," Mr Rosenfield said.

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FOR FURTHER INFORMATION CONTACT:

Helen Karlis
General Manager Corporate Affairs and Investor Relations
David Jones Limited
02 9266 5960
0404 045 325

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