

SPECIALTYFASHION | GROUP

ASX Announcement/Media Release

4 January 2013

Specialty Fashion Group update regarding La Senza licence

Specialty Fashion Group Limited (ASX: SFH), has agreed with La Senza Corporation to exit the licence for La Senza in Australia over the course of the next six months. The seasonal and demographic complexities of the La Senza product being developed for the North American market have not translated and proved challenging in the Australian market.

The brand has 19 stores that will either be closed or converted for use by one of the Group's other brands. The online store (www.lasenza.com.au) is expected to continue to trade during the remainder of FY13. There are no penalties for cancelling the licence and the financial impact of La Senza to the Group's EBITDA result will not be significant. Higher investment returns are expected from the stores that are converted to the Group's other proprietary brands.

ENDS

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About Specialty Fashion Group

Specialty Fashion Group is the largest specialty retailer of women's fashion in Australasia, through Millers, Katies, Crossroads, Autograph, City Chic and La Senza. The company operates 900 stores in Australia and New Zealand, and its brands' products are also available online at www.millers.com.au, www.katies.com.au, www.crossroads.com.au, www.autographfashion.com.au, www.citychic.com.au, www.lasenza.com.au, and in the USA at www.citychiconline.com.