

THE REJECT SHOP APPOINTS INCOMING MANAGING DIRECTOR

The Reject Shop, one of Australia's fastest growing and most profitable discount variety retailers today announced the appointment of former Coles Myer senior executive Mr Gerry Masters as Managing Director.

Mr Masters, who will join the company on 1 March 2007, will replace Barry Saunders who confirmed his intention to retire from the group at the company's last annual meeting in October. Mr Masters will participate in a three month handover period, formally commencing duties as Managing Director no later than 1 July 2007.

Mr Masters has an extensive retail track record spanning more than 33 years with the Coles Myer group culminating in a two year period as Managing Director Coles Myer Supermarkets with responsibility for the Coles & Bi-Lo divisions.

Commenting on the appointment, the Chairman of The Reject Shop, Mr Brian Beattie, said: "We are delighted to have attracted such a highly experienced retail industry figure as the company's new Managing Director. Mr Masters brings a successful track-record managing some of Australia's largest retail businesses to The Reject Shop.

"Mr Masters has spent virtually his entire working life in the retail sector commencing as a trainee in 1977. He has managed businesses across the nation over a distinguished thirty-three year career with the Coles Myer group and we look forward to his contribution to the next phase of the company's growth," he said.

Career Summary, Mr Gerry Masters

September 2004 – May 2006	Managing Director, Coles Myer Supermarkets (Coles & Bi-Lo)
May 2001 – September 2004	Managing Director, Coles Supermarkets
January 1996 – May 2001	Managing Director, Bi-Lo Supermarkets
1977 – 1996	Various roles within the Coles Myer Group

more**About The Reject Shop**

The Reject Shop operates in the discount variety retail sector in Australia serving a broad range of value-conscious consumers who are attracted to low price points, convenient shopping locations and the opportunity to purchase a bargain.

The Reject Shop started with a single store in 1981 in Melbourne Victoria and has since grown to [124] stores operating in NSW, Victoria, South Australia, Queensland and Western Australia. Our stores are located in shopping centres and standalone sites within shopping precincts in metropolitan areas, major regional centres and smaller country towns.

Further information can be obtained from the Company's website at www.rejectshop.com.au

The Reject Shop

Brian Beattie

Chairman

T: 03 9371 5555

Fowlstone Communications

Geoff Fowlstone

Mobile: 0413 746949

Lindsay Muir

Mobile: 0400 320540

ends