

SPECIALTYFASHION | GROUP

ASX Announcement/Media Release

5 October 2012

Specialty Fashion Group announces Board appointment

Specialty Fashion Group Limited (ASX: SFH), announced today its intention to appoint Megan Quinn as a non-executive director, effective 30 October 2012.

Megan Quinn was a co-founder of Net-A-Porter, an online fashion retailer. She has more than 20 years experience in senior executive and consulting roles with organizations including Conde Nast, Harrods and CoutureLab; working with brands including Asprey, Garrard, Australian Tourist Commission, Dell, BHS, Qantas and Patek Philippe. Her experience in e-commerce, luxury, retailing, marketing and brand development is combined with strong operational and financial expertise.

Geoff Levy, Chairman commented: "We are delighted that Megan has accepted our offer to join the Board. She brings unique experience, which will be invaluable as we progress our omni-channel strategy."

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, www.stylefix.com.au and in the USA at www.citychiconline.com.