

HEADLINE

Group Limited

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9 April, 2010

For immediate release to the market

CHAIRMAN'S ADDRESS

Please find attached for release to the market the Chairman's address regarding the opening of the Mothercare Doncaster Victoria store.

Headline Group Limited



Ian Gordon
Company Secretary

Chairman's Address

9th April 2010

Opening of Mothercare Doncaster Victoria.

KIDS CENTRAL & ELC

Prior to introducing you to our NEW BABY - Mothercare Doncaster, I would like to thank the staff of our 30 Kids Central and ELC stores around Australia for their continued efforts and success.

MOTHERCARE-EST 1961 and the WORLDS LEADING PARENTING CENTRE

Just over a month ago, we launched the Mothercare brand in Australia by opening our first store at Chadstone Shopping Centre and I am very happy to report that our customers are delighted.

Today by opening here at Westfield Doncaster, we are opening our second and mid-sized format store. We are sure you, like our Chadstone shoppers will find this store and its product range remarkable.

In the coming months there will be further store openings, including our largest format Parenting Centre, featuring the full range of Mothercare products which delivers a ONE STOP DESTINATION for all parenting needs.

TO OUR CUSTOMERS

- Our promise is to deliver more than just a store
- With World Class Mothercare products at value pricing
- Backed by the very best in service, from our highly trained staff and Midwives
- With helpful information available in store and online
- And you can check out the full Mothercare range available online @ www.mothercare.com.au.

OUR PARTNERS

To deliver a First Class service you need many partners -thank you to Westfield for accommodating modifications to this store and supporting additional requirements for special services such as;

- Dedicated Mother and Child-Car parking spaces
- Safe-Car Seat fitting bays

Another emerging alliance is Priceline who are evolving as a strategic partner in the launch of Mothercare toiletries around Australia.

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TO OUR PEOPLE-The saying on our window says it all;

For that WONDERFUL-FRUSTRATING-HILARIOUS-SERIOUS-EXHAUSTING-REWARDING process called PARENTING.

To those of us that are lucky enough to have them, "Kids are the best things in life". It's going to be very rewarding to work in such a feel good business. Congratulations to Doncaster's new Store Manager -Carolyn and all your Mothercare trained staff.

We are indeed fortunate to have our existing Kids Central infrastructure supported by Mothercare UK people and processes.

Special thanks to;

- **The Support Team from Mothercare and the UK's No 1 Store Manager Sally and our Operations Manager Aleksis**
- **Our teams in Marketing, Merchandise, Logistics and the staff from our Kids Central stores**
- **Rebecca, Rod and David from Push Retail for their help with store design and build**
- **Our dedicated Managing Director Brent Dennison and Retail Director Ross Bartlett (formerly 2IC Kmart Australia)**
- **Special Congratulations to Mike Lewis the founder and MD of Kids Central**

Regards,

Gordon Elkington

Executive Chairman

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