



BELL IXL INVESTMENTS LIMITED

ACN 113 669 908
ABN 80 113 669 908

ANNOUNCEMENT

Share Purchase Offer - Betta Stores Limited 28 September 2006

The company refers to the announcement made on 14 June 2006 regarding the offer to specified shareholders of Betta Stores Limited ("Betta") to purchase their fully paid ordinary shares in Betta.

For every three shares in Betta the company is offering:

- 18 cents cash; and
- One fully paid ordinary share in Bell IXL Investments Limited.

Please be advised that the offer **will close at 5:00 pm on Thursday 19 October 2006.**

If you wish to accept the offer please complete the acceptance form sent to you and return it together with a certificate from a qualified accountant. We must receive your completed acceptance form and certificate prior to 5:00 pm on Thursday 19 October 2006 for your acceptance to be valid.

Shareholders who have lost or misplaced their offer document or acceptance form can obtain replacement copies free of charge by contacting Massimo Cellante on (03) 9840 8710.

Pointon Partners, Lawyers of Melbourne have advised the company in relation to the offer.

Issued on 28 September 2006

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