



Golden Circle Limited
ABN 85 054 355 618

www.goldencircle.com.au

260 Earnshaw Rd
Northgate Qld
Australia 4013
PO Box 106 Virginia
Qld 4014
Ph: 07 3266 0000
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26 November 2008

Dear Shareholder,

SCHEME CONSIDERATION

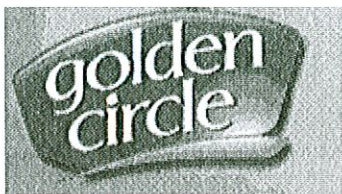
You would be aware that Golden Circle Limited (**Golden Circle**) and H.J. Heinz Company Australia Limited have entered into an Implementation Agreement whereby it is proposed that Heinz will acquire all of the Golden Circle shares, subject to shareholder approval at a Scheme Meeting on 1 December 2008 and the other conditions precedent being satisfied or waived (as applicable), on issue for A\$1.65 cash per share (**Heinz Proposal**).

Assuming the Heinz Proposal is implemented it is expected that payment of A\$1.65 cash per share (**Scheme Consideration**) will be made to shareholders between 19 to 30 December 2008. As Golden Circle has not made a payment to shareholders for a number of years, the bank details it holds on its share register are likely, in many instances, to be out of date. As a result Golden Circle will be making the payments of the Scheme Consideration to Shareholders by cheque. However, if shareholders want to receive the payment of the Scheme Consideration directly into their bank account please complete and return the attached form by Friday, 12 December 2008 to Registries.

Yours sincerely

A handwritten signature in black ink, appearing to read "P. Cave".

Phil Cave AM
Chairman



Golden Circle Limited
ABN 85 054 355 618

All correspondence and enquiries to:

Registries

Registries Limited
GPO Box 3993
Sydney NSW 2001

Tel: 1300 737 760 (within Aust)
Tel: + 61 2 9290 9600 (outside Aust)
Fax: + 61 2 9279 0664

www.registries.com.au
registries@registries.com.au

Securityholder Information Form

Request for Direct Crediting of Payments by Electronic Funds Transfer

Please credit all distribution payments from the above holding directly to our account at the following Australian financial institution:



DO NOT USE YOUR CARD NUMBER

If you are unsure of your BSB or account number, please check with your bank, building society or credit union.

BSB Number

Account Number

Name in which account is held

Name of Australian bank or financial institution

Name of branch or suburb or town

Type of account (eg: cheque, savings)

Contact Name

Phone Number - Business Hours

Phone Number - After Hours

Sign Here - This section must be signed for your instructions to be executed

I/We authorise you to act in accordance with my/our instructions set out above. I/We acknowledge that these instructions supersede and have priority over all previous instructions relating to distribution payments to which I/we am/are entitled to be paid, but do not override any previous Reinvestment Plan instructions.

Individual or Securityholder 1

Sole Director and
Sole Company Secretary

Securityholder 2

Director

Securityholder 3

Director/ Company Secretary

Day Month Year

Individual:
Joint Holding:
Power of Attorney:

Companies:

This form is to be signed by the securityholder.
Where the holding is in more than one name, all of the securityholders must sign.
To sign as Power of Attorney, you must have already lodged it with the registry.
Alternatively, attach a certified photocopy of the Power of Attorney to this form.
Two Directors, Director & Company Secretary, or Sole Director and Sole Company Secretary can sign.
Please indicate the office held by signing in the appropriate space.