

Newcastle

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Melbourne

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www.nsxa.com.au

ABN: 11 000 902 063

Initial or Final Director's Interests Notice

File Reference:

I:\Operations\Projects\NETS Project\NSX install package USB key\lssuer Documents\NSX Initial-Final Directors Interests.doc

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Introduction

To ensure the efficient processing of this form by NSX, please:

- 1. Adhere to the suggested number of the annexures required by this form.
- 2. Complete **all** statements and questions in this form. (NSX can provide an electronic version of this form on request).

More Information and Submission of Form:

Further information can be obtained from and all applications should be sent to:

General Manager National Stock Exchange of Australia Limited PO BOX 283 Newcastle NSW 2300

Phone: +61 2 4929 6377 Fax: + 61 2 4929 1556 http://www.nsxa.com.au

Initial or Final Director's Interest Notice

Information or documents not available now must be given to NSX as soon as available. Information and documents given to NSX become NSX's property and may be made public.

| Name of entity | HERITAGE BRANDS LIMITED |
|----------------|-------------------------|
| ABN 91 081 14 | 49 635 |

We (the entity) give NSX the following information under section 205G of the Corporations Act.

| Name of director | William Thomson Venables McCartney |
|--|---------------------------------------|
| Date of last notice | |
| Date that director become a director (if initial notice) | 6 th August 2010 |
| Date that director ceased to be director (if final notice) | |

Part 1 – Director's relevant interests in securities of which the director is the registered holder

| Number & class of securities | |
|------------------------------|--|
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Part 2 – Director's relevant interests in securities of which the director is not the registered holder

Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

| Name of holder & nature of interest Note: Provide details of the circumstances giving rise to the relevant interest | Number & class of securities |
|---|------------------------------|
| Rawlo International Pty. Ltd Beneficial interest as member of family trust | 80,671,614 ordinary shares |
| | |
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| | |

Part 3 - Director's interests in contracts

| Detail of contract | |
|---|--|
| Nature of interest | |
| Name of registered holder (if issued securities) | |
| No. and class of securities to which interest relates | |