

Newcastle

Level 2, 117 Scott Street, Newcastle NSW, 2300

Melbourne

Level 3, 45 Exhibition Street Melbourne, VIC, 3000

www.nsxa.com.au

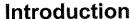
ABN: 11 000 902 063

# Initial or Final Director's Interests Notice

File Reference:
I:\Operations\Projects\NETS Project\NSX instail package USB key\lssuer Documents\NSX Initial-Final Directors
Interests doc

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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  | 9 635                   |

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

| Name of director                                           | Stephen Donald Alfred Goodey |
|------------------------------------------------------------|------------------------------|
| Date of last notice                                        |                              |
| Date that director become a director (if initial notice)   | 6 <sup>th</sup> 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

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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 |
|---------------------------------------------------------------------------------------------------------------------|------------------------------|
| S.Goodey Pty. Ltd<br>Beneficial interest as member of<br>family trust                                               | 18,299,034ordinary shares    |
|                                                                                                                     |                              |
|                                                                                                                     |                              |
|                                                                                                                     |                              |
|                                                                                                                     |                              |

### 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 |  |