



Annexure 3E

BSX Listing Rules

Director's Initial Interest Notice

References

Corporations Act, s.205G

Notice of Director's Initial Interest in an Entity

Information given to BSX becomes the property of BSX and may be made public.

Name of entity:	KEW EAST FINANCIAL SERVICES LTD
ABN:	91 096 301 058

The information below is given on behalf of:

Name of Director:	MARK ALOYSIUS HEFFERNAN
Date of Appointment:	2/6/08

1. Director's interests in securities where the director is the registered holder

Number and class of securities
NIL

2. Director's interests in securities where the director is not the registered holder

Name of holder & nature of interest (Detail how the relevant interest was obtained)	Number and class of securities
	NIL

3. Director's interests in contracts

Detail of contract	NONE
Nature of interest	N/A
Name of registered holder (If issued securities)	N/A
Number and class of securities to which the interest relates	N/A