

20 October 2010

Dear Shareholder

Re: **Rye & District Community Financial Services Ltd - Annual General Meeting**

Please find enclosed the Notice of Annual General Meeting for your company, Rye & District Community Financial Services Limited, together with other related correspondence. This year's meeting will be held at 6.30pm for 7.00pm on Wednesday 24<sup>th</sup> November 2010 at the Rye Civic Hall, Napier Street, Rye and I extend a warm invitation for you to attend.

Annual General Meetings are events on the corporate calendar whereby shareholders can learn, first hand, of the performance of the company and seek explanations from directors, the company auditor and the company accountant on matters that may be of interest to them. To assist in this regard, I have included a 'Question on Notice' form for your use should you wish to raise an issue with the directors, the company auditor or its accountants, for response at the Annual General Meeting. Naturally, questions may still be asked from the floor at the Annual General Meeting.

#### **Distribution of the 2010 Annual Report**

The Corporations Act 2001 was recently amended to allow companies to distribute their Annual Reports via electronic means (via email). Your previously advised instructions as to your preferred way of receiving your copy of the Annual Report will be honoured again this year.

This year's Annual Report may be viewed via the Internet by accessing the following URL addresses:  
[http://www.bendigobank.com.au/public/community\\_bank/investor\\_relations.asp?community=96](http://www.bendigobank.com.au/public/community_bank/investor_relations.asp?community=96)  
or the Bendigo Stock Exchange site: <http://www.bsx.com.au/dataRepository/BSX.RYE.26.6445.6563.pdf>

Shareholders who have elected to receive a hard copy of the 2010 Annual Report will find their copy enclosed. Those who elected to receive their 2010 Annual Report via email would have received their electronic version today. Spare printed copies of the 2010 Annual Report may be collected from either the Rye or Dromana branches of our Community Bank®.

On behalf of your directors, I look forward to welcoming you to this year's Annual General meeting on 24<sup>th</sup> November 2010.

Yours sincerely,



**Shane McCarthy**  
Chairman