

COUNTRY ROAD

19 JULY 2011

STATEMENT TO THE AUSTRALIAN SECURITIES EXCHANGE

TRADING UPDATE FOR THE 12 MONTHS TO 30 JUNE 2011 (UNAUDITED)

Country Road today announced that group sales had grown by 10.6% on last year. This growth was as a result of a change in reporting for South African sales that were previously accounted for as royalty income. Australasian sales, in a difficult trading environment, were down 2% (10.9% down in comparable stores). Country Road now expects profit before tax to increase by between 30% and 40% on the prior year. Strong sales in South Africa, cost savings and margin improvement have contributed to the result.

This year Country Road opened ten new Australasian stores which included seven Trenergy stores, opened two new concession stores in South Africa, and successfully launched its online store in August 2010.

Sales	FY11 \$m	FY10 \$m		△%
Total sales	411.7	372.1	↑	10.6%
Total Retail sales	289.7	289.3	↑	0.1%
Total Concession sales*	137.3	82.4	↑	66.7%

* includes South African sales previously accounted for as royalty income.

Howard Goldberg, CEO said "Country Road has performed well to deliver these profit results in an increasingly tough Australian retail environment. In anticipation of the challenges, Country Road has continued to implement significant cost saving initiatives and enforce strict inventory control and cash management. In addition, the restructure of the South African business and expansion of our online store has assisted us in improving our bottom line."

"The retail outlook remains challenging and our expectations on sales remain conservative. Country Road will continue its disciplined approach and focus on what it does best, creating and delivering uniquely fashionable quality products at great value whilst improving shareholder returns" he said.

Audited financial results are currently scheduled to be released 25 August, 2011.

For further information, please contact:

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