

ASX/media release

5 January 2009

Noni B appoints new non-executive director

Ms Joycelyn Morton has been appointed an independent non-executive director of Noni B Limited, the retail fashion group, with effect from 2 January 2009, and will chair the company's audit and risk management committee.

Ms Morton is a non-executive director and chair of the audit committee of Count Financial Limited and a Board member of the International Federation of Accountants, representing the Institute of Chartered Accountants in Australia (ICAA) and CPA Australia. She is a fellow of ICAA, CPA Australia and the Chartered Institute of Company Secretaries in Australia and a former national president of both CPA Australia and the Australian Council of Professions.

Previously, Ms Morton worked with Shell, both in Australia and the Netherlands, in a number of senior financial roles including country finance lead for Australia and vice-president, accounting services for Shell International. Earlier she was group taxation manager for Woolworths Limited and taxation manager in Coopers & Lybrand's Sydney office (now PWC).

Mr. Robert Critchley will retire from the Noni-B board on 5 January 2009. Mr. Critchley announced in September that, following nearly ten years as chairman of Noni B, he intended to retire from the board as soon as an additional independent non-executive director had been appointed.

Ms Lynn Wood, chairman of Noni B said: 'On behalf of the board, I would like to thank Bob Critchley for his tremendous contribution to Noni B as it progressed from a family business with 84 stores to an ASX-listed company with more than 200 stores nationwide.

'We are delighted that Joycelyn Morton has agreed to join the board as an independent non-executive director. Her wide financial experience, together with her experience in the retail sector, will enable her to make a significant contribution to the governance and ongoing growth of the business.'

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