

ASX/media release

12 September 2008

Announcement to Australian Securities Exchange

Mr Robert Critchley, chairman of Noni B for nearly 10 years, has advised that he intends to step down as chairman of the company following the annual general meeting on 29 October 2008. He has agreed to stand for re-election at the meeting and, if re-elected, to remain an independent non-executive director pending completion of a board review and the appointment of one or more additional independent directors.

The board has resolved that Ms Lynn Wood, an independent non-executive director of Noni B since January 2007, succeed Mr Critchley as chairman. Ms Wood is a non-executive director of HSBC Bank Australia Limited, GPT Funds Management Limited, CEDA and MS Australia Limited and is a member of the Foreign Investment Review Board. She has held senior marketing appointments in both the retail and financial services industries.

Mr Critchley and Ms Wood are facilitating a review by a specialist corporate governance consultancy to ensure Noni B has the boardroom skills to take the company through the next stage of its development.

Mr Simon Der Stepanian, director of finance and administration and company secretary, has decided to retire as a full-time employee on 31 October 2008 and will become a consultant to the company. Mr David Kindl, joint managing director, will assume Mr Der Stepanian's management responsibilities and will be appointed company secretary on 31 October 2008.

Noni B Limited, founded in 1977, is one of Australia's leading fashion retailers. Its two brands, Noni and Liz Jordan, are designed for the woman who enjoys a full active lifestyle and wants to purchase stylish contemporary clothes for all occasions.

For further details, please contact:

Robert Critchley, Chairman, Noni B Limited (02) 9431 7333, (M) 0412 234 160

Media enquiries:

Anthony Tregoning, Financial & Corporate Relations: 02 8264 1000, (M) 0411 852 448