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ASX/media release

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Noni B market update

Noni B Limited, the retail fashion group, today announced that its after-tax profit for FY2010 is expected to be in the range of \$3.4 million - \$3.8 million, compared with \$2.3 million for FY2009.

David Kindl, joint managing director, said: 'The profit improvement reflects an increase in EBIT margin through avoiding the more aggressive discounting that has taken place as well as tight control of costs. With our well recognised brand and loyal customer base, the company is well positioned to take advantage of any improvement in customer sentiment in the 40+ women's fashion market.'

Noni B's audited results for FY2010 will be announced on 18 August 2010.

Noni B Limited, founded in 1977, is one of Australia's leading women's fashion retailers, with 216 stores nationally. It has two fashion labels, Noni B and Liz Jordan, and offers stylish, contemporary clothes for all occasions for the 40+ woman.

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