

PRESS RELEASE

Contact: Sarah Floate
Ph: 02 9336 7000
Email: sarahf@focus.com.au

FOR IMMEDIATE RELEASE

Headline: Myer board appoints Focus to produce the Myer Story.

Sydney, 22 August 2007 – Myer CEO, Mr Bernie Brookes has appointed Focus Publishing Interactive to produce a corporate history of the company. “It’s a great story and needs to be told,” commented Mr Brookes in Melbourne last week.

Jaqui Lane, CEO of Focus, said that Focus was well skilled in working with CEO’s of major retailing groups in producing corporate books having spent some time with both Paul Simon and Roger Corbett on earlier projects. “Bernie is great to work with, as I am sure his Myer management team are finding out, and we look forward to producing something we all will be proud of.”

The 107-year-old Myer department store is a legendary retailing story of dynasty, determination and vision. Sidney Myer, who arrived in Melbourne in 1899 as a penniless Russian immigrant, built the Myer company into one of the largest retail businesses in Australia.

Now under the new ownership of the Texas Pacific Group with the Myer family, Mr Brookes thought it timely to acknowledge the people who made the company what it is today. “Our management is all about people – customers and staff – and we want to celebrate Myer’s great history of retailing and what the Myer family have achieved”.

Mr Brookes added “We appointed Focus because I have great faith in their ability to produce high quality corporate histories - I should know as I worked with them on the Woolworths books and Jaqui always delivers.”

Focus Publishing Interactive has also published corporate histories for General Motors Holden, Qantas, The Sydney Airport Corporation, The Children’s Hospital of Westmead, Australia Post, IBM, and Ford, to name a few.

The Myer book is due for release in 2008.

###

If you would like more information about this press release contact Sarah Floate, Marketing and Communications Manager, Focus Publishing Interactive, on 02 9336 7000 or at sarahf@focus.com.au, or Sharlene Findlay, Manager Corporate Communication, Myer, on 03 9661 7041 or at sharlene.findlay@myer.com.au