

# Appendix 3Y

## Change of Director's Interest Notice

*Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.*

Introduced 30/9/2001.

<b>Name of entity</b>	<b>ALLIED BRANDS LIMITED</b>
<b>ABN</b>	<b>20 108 958 274</b>

We (the entity) give ASX the following information under listing rule 3.19A.2 and as agent for the director for the purposes of section 205G of the Corporations Act.

<b>Name of Director</b>	LACHLAN STUART McINTOSH
<b>Date of last notice</b>	11 <sup>th</sup> August 2009

### Part 1 - Change of director's relevant interests in securities

*In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust*

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

<b>Direct or indirect interest</b>	Indirect
<b>Nature of indirect interest (including registered holder)</b> <small>Note: Provide details of the circumstances giving rise to the relevant interest.</small>	Indirect interests acquired by:- 22 Market Street Pty Ltd (Director & Shareholder)  KathLac Pty Ltd ATF the McIntosh Family Trust (Controller of company & beneficiary under trust)  22 Capital Pty Ltd (Director & Shareholder)  KathLac Pty Ltd ATF the Kathlac Superannuation Fund (Director and beneficiary of Fund)
<b>Date of change</b>	Between 6 <sup>th</sup> November 2009 and 9 <sup>th</sup> November 2009
<b>No. of securities held prior to change</b>	
<b>Name of Holder &amp; nature of interest</b>	<b>Number &amp; Class of Securities</b>

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<b>Class</b>	a) Convertible Notes (\$0.50 notes) b) Options (\$0.60 exercise price) c) Ordinary Fully Paid Shares d) Partly Paid Ordinary Shares
22 Market Street Pty Ltd	a) nil b) 1,303,650 c) 3,508,212 d) nil
KathLac Pty Ltd ATF the McIntosh Family Trust	a) nil b) 1,327,500 c) 5,507,293 d) 300,000
KathLac Pty Ltd ATF the Kathlac Superannuation Fund	a) nil b) nil c) nil d) nil
<b>Number acquired</b>	a) nil b) nil c) 100,000 d) nil
<b>Number disposed</b>	nil
<b>Value/Consideration</b> Note: If consideration is non-cash, provide details and estimated valuation	c) shares purchased at prices between \$0.15 and \$0.145 (total \$14,750.00)
<b>No. of securities held after change</b>	
Name of holder & Nature of interest Note: provide details of the circumstances giving rise to the relevant interest	Number & class of Securities
22 Market Street Pty Ltd	a) nil b) 1,303,650 c) 3,508,212 d) nil
KathLac Pty Ltd ATF the McIntosh Family Trust	a) nil b) 1,327,500 c) 5,507,293 d) 300,000
22 Capital Pty Ltd	a) nil b) nil c) 200,000 d) nil
KathLac Pty Ltd ATF the Kathlac Superannuation Fund	a) nil b) nil c) 100,000 d) nil

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<p><b>Nature of change</b> Example: on-market trade, off-market trade, exercise of options, issue of securities under dividend reinvestment plan, participation in buy-back</p>	<p>On Market Purchase</p>
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**Part 2 – Change of director's interests in contracts**

Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

<b>Detail of contract</b>	Nil
<b>Nature of interest</b>	
<b>Name of registered holder (if issued securities)</b>	
<b>Date of change</b>	
<b>No. and class of securities to which interest related prior to change</b> <small>Note: Details are only required for a contract in relation to which the interest has changed</small>	
<b>Interest acquired</b>	
<b>Interest disposed</b>	
<b>Value/Consideration</b> <small>Note: If consideration is non-cash, provide details and an estimated valuation</small>	
<b>Interest after change</b>	

James Fay  
Company Secretary  
11<sup>th</sup> November 2009

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