

YOUR REF:
OUR REF: BW-ALLIED
EMAIL: pdinoris@vincents.com.au

17 January 2011

Company Announcements Office
Australian Securities Exchange

RE: ALLIED BRANDS LIMITED (ADMINISTRATORS APPOINTED)
ACN: 108 958 274
ABN: 20 108 958 274

Allied Brands Limited (Administrators Appointed) (ASX: ABQ) announces that an application is being filed in the Supreme Court of Queensland in respect to ABQ seeking a further extension of the convening period of up to six (6) weeks.

It is the opinion of the Administrators that it is in the best interests of the creditors and members of the company that the convening period be further extended.

A further update along with a copy of an Order of the Supreme Court of Queensland will be provided once the application has been heard and an Order made.

If you have any queries or require additional information, please do not hesitate to contact Brittany White (bwhite@vincents.com.au) of this office on (07) 3228 4000.

Yours faithfully
Allied Brands Limited (Administrators Appointed)



PETER DINORIS
ADMINISTRATOR

brisbane . sydney . canberra . gold coast

Level 34, 32 Turbot Street Brisbane QLD 4000 t 61.7 3228 4000 f 61.7 3228 4099
PO Box 13004 George Street Brisbane QLD 4003 w www.vincents.com.au

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