



29 November 2012

PREMIER ANNOUNCES JUDY COOMBER TO LEAD PETER ALEXANDER

Premier Investments Limited ('Premier' ASX:PMV) today announced that it had appointed Judy Coomber to the role of Group General Manager of Peter Alexander, reporting directly to the CEO Premier Retail, Mark McInnes.

Ms Coomber is currently the Group General Manager of Merchandise at Myer, a role she has held for the past five years and in which she has had responsibility for Myer's Womenswear, Miss Shop, Childrenswear, Intimates, Shoes, Accessories and Cosmetics businesses.

She will commence her role as leader of the Peter Alexander business in late February, 2013.

Mr Solomon Lew, Chairman of Premier Investments Limited, said the appointment of Ms. Coomber would significantly strengthen the already-successful Peter Alexander team.

"Judy Coomber is one of the most experienced and dynamic executives in fashion retailing and her appointment to the Premier Retail team is a coup for us," Mr Lew said.

"Judy is the perfect fit to lead Peter Alexander as we invest in its growth over the next few years.

"She brings to the role a proven track record of success in a 30-year career in Australian retailing including roles at Myer, Roger David, Hallensteins and the Sportsgirl/Sportscraft Group.

CEO Premier Retail, Mark McInnes said Ms. Coomber was the latest strong addition to the stable of retailing talent that Premier already possessed.

"Judy would be on the wish-list of every retail business in Australia so I am thrilled to be able to announce her appointment," Mr McInnes said.

"I know that Judy sees the amazing potential within Peter Alexander and she is looking forward to leading the expansion plans we have for that brand in both online and physical retailing."

"Premier is committed to investing in its brands and in its people and I think we are managing to lure people of Judy's calibre to us through that commitment to growth." Mr McInnes concluded.

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