

7 November 2012

Lodged by ASX Online

The Manager
Company Announcements Office
ASX Limited
Level 6, 20 Bridge Street
SYDNEY NSW 2000

Dear Sir/Madam

REQUEST FOR TRADING HALT

Yellow Brick Road Holdings Limited (the Company) is aware of media speculation concerning a potential distribution deal with a major Australian Financial institution.

The Company expects to make an announcement in respect of this speculation before the commencement of trading on Friday 9 November 2012. In the meantime the Company requests a trading halt effectively immediately under listing rule 17.1.

The trading halt is to last until the earlier of the Company releasing an announcement or the commencement of trading on Friday 9 November 2012.

The Company is not aware of any reason why the trading halt should not be granted.

Yours faithfully,

YELLOW BRICK ROAD HOLDINGS LIMITED



Richard Shaw
Company Secretary