



ASX AND MEDIA RELEASE

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For Immediate Distribution

24 January 2014

**DAVID JONES ANNOUNCES NEW GROUP EXECUTIVE – MARKETING,
FINANCIAL SERVICES & CUSTOMER INNOVATION**

David Jones Limited (DJS) today announced the appointment of David Robinson to the new role of **Group Executive – Marketing, Financial Services & Customer Innovation**. This appointment takes effect immediately.

The new role comprises Mr Robinson's Executive portfolio of Customer Innovation and Growth and the Group Executive portfolio of Marketing and Financial Services, previously held by Sacha Laing, who has resigned.

The combination of Customer Innovation with Marketing and Financial Services will enable the Company to leverage its management structure and resources and deliver a fully integrated and seamless customer interface.

Mr Robinson is well positioned to lead this portfolio. He has held senior roles in the revenue generating arms of the Company and has a proven track record of managing the delivery of large and complex work programs, most recently, David Jones' Omni Channel Retailing capabilities.

David Jones CEO and Managing Director Paul Zahra said, "We wish Sacha all the best in his future endeavours and thank him for his contribution.

"David Robinson has worked with David Jones for 14 years and has a detailed understanding of our business. He headed the implementation of the David Jones American Express card program from an operational perspective and has worked closely with our Marketing team across all sales channels as part of our Omni Channel Retail strategy," Mr Zahra said.

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