

7 December 2012

The Manager
Market Announcements Platform
ASX Limited
20 Bridge Street
SYDNEY NSW 2000

By E-lodgement

BLUECHIIP SHARE PURCHASE PLAN OFFER

Further to the Company's recent announcement concerning its Share Purchase Plan, the Company wishes to advise that it has today despatched to eligible shareholders the attached letter. A copy of the research material referred to in that letter is available for review on the Company's website at www.bluechiip.com.au.

Yours sincerely



Iain Kirkwood
Chairman



6 December 2012

Dear Shareholder

BLUECHIIP SHARE PURCHASE PLAN – RESEARCH BY BAILLIEU HOLST LTD

Pursuant to the Company's announcement on 21 November 2012, Bluechiip is pleased to invite eligible shareholders to acquire up to \$15,000 in additional shares at \$0.20 per share, being the same price as its recent successful \$1.5 million placement to institutional and sophisticated investors.

By now you should have received both the Share Purchase Plan offer document and Application Form.

For your further information we have attached a recent research report prepared by Baillieu Holst Ltd which we believe provides an informative summary of our current position.

In the event you have not received the Share Purchase Plan offer document or the Application Form or have a question about your shareholding please contact our share registry, Computershare on 1300 850 505 (within Australia) or +61 3 9415 4000 (Outside Australia).

Alternatively if you would like to discuss the Share Purchase Plan in further detail please contact your financial advisor or call Baillieu Holst Ltd on their toll free number 1800 339 521.

Yours sincerely

A handwritten signature in black ink, appearing to read "Iain Kirkwood".

Iain Kirkwood
Chairman