

31 December 2012

The Manager
Company Announcements Office
ASX Limited
20 Bridge Street,
Sydney NSW 200

By E-lodgement

Appendix 3Y

We enclose Appendix 3Y in relation to the recent sale of 199,500 ordinary shares by Rainbow Investments (Aust) Pty Ltd, an entity associated with Mr Brett Schwarz, the Company's Managing Director.

Mr Schwarz has advised that the shares were sold for the purpose of meeting personal liabilities. The shares were not sold during a closed period, however the trades occurred with the prior clearance from the chairman of the Company.

Yours sincerely



Lee Mitchell
Company Secretary
Bluechiip Limited

Appendix 3Y

Change of Director's Interest Notice

Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.

Introduced 30/09/01 Amended 01/01/11

Name of entity	BLUECHIIP LIMITED
ABN	79 104 795 922

We (the entity) give ASX the following information under listing rule 3.19A.2 and as agent for the director for the purposes of section 205G of the Corporations Act.

Name of Director	BRETT SCHWARZ
Date of last notice	2 July 2012

Part 1 - Change of director's relevant interests in securities

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

Direct or indirect interest	Direct and Indirect
Nature of indirect interest (including registered holder) <small>Note: Provide details of the circumstances giving rise to the relevant interest.</small>	Rainbow Investments (Aust) Pty Ltd ATF INUI Trust (Brett Schwarz is a director and beneficiary) Kermett Pty Ltd ATF Kermett Trust (Brett Schwarz is a director and beneficiary)
Date of change	20 December 2012 24 December 2012 27 December 2012 28 December 2012
No. of securities held prior to change	4,426,600 Ordinary Shares held by Rainbow Investments (Aust) Pty Ltd ATF INUI Trust 3,400,000 Ordinary Shares held directly 360,000 Ordinary Shares held by Kermett Pty Ltd ATF Kermett Trust 8,000,000 unlisted options expiring 31/08/2013 @ \$0.20 held directly

+ See chapter 19 for defined terms.

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Class	Fully Paid Ordinary Shares
Number acquired	Nil
Number disposed	199,500
Value/Consideration <small>Note: If consideration is non-cash, provide details and estimated valuation</small>	\$39,002.50
No. of securities held after change	4,227,100 Ordinary Shares held by Rainbow Investments (Aust) Pty Ltd ATF INUI Trust 3,400,000 Ordinary Shares held directly 360,000 Ordinary Shares held by Kermet Pty Ltd ATF Kermet Trust 8,000,000 unlisted options expiring 31/08/2013 @\$0.20 held directly
Nature of change <small>Example: on-market trade, off-market trade, exercise of options, issue of securities under dividend reinvestment plan, participation in buy-back</small>	On-market sale

Part 2 – Change of director's interests in contracts

Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

Detail of contract	N/A
Nature of interest	
Name of registered holder (if issued securities)	
Date of change	
No. and class of securities to which interest related prior to change <small>Note: Details are only required for a contract in relation to which the interest has changed</small>	
Interest acquired	
Interest disposed	
Value/Consideration <small>Note: If consideration is non-cash, provide details and an estimated valuation</small>	

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Interest after change	
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Part 3 – +Closed period

Were the interests in the securities or contracts detailed above traded during a +closed period where prior written clearance was required?	No
If so, was prior written clearance provided to allow the trade to proceed during this period?	
If prior written clearance was provided, on what date was this provided?	

+ See chapter 19 for defined terms.