

18 January 2011

ASX/Media Announcement

**Super Retail Group Limited
Update on 1st Half 2010/11 Profit Forecast**

Subject to the finalisation of period end accounting entries, Super Retail Group Limited (ASX: SUL) expects to report net profit after tax for the 26 weeks to 1 January 2011 between \$24.5m and \$25.0m. The company's profit in the prior comparative period was \$15.5m which included a \$2.0m goodwill impairment charge.

Further details on the half year result and the outlook for the full year will be provided when the company presents its full half year trading results on 23 February 2011.

ENDS

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