

22 February 2011

ASX Announcement

Super Retail Group Limited

Dividend Reinvestment Plan

The Company wishes to confirm the operation of its Dividend Reinvestment Plan (DRP) for the interim dividend declared 22 February 2011.

The Directors have determined that DRP shares allocated in payment of the interim dividend on 5 April 2011 be priced at the volume weighted average price (VWAP) for a fully paid Share sold on ASX between 7 March 2011 and 21 March 2011 less a 2.5 per cent discount, rounded to the nearest whole cent.

Any transactions not fairly reflective of the natural supply and demand as determined by the Directors will be excluded in determining the allocation price. The DRP is not underwritten.

The DRP provides ordinary shareholders a choice of applying dividends from their ordinary shares to acquiring new fully paid ordinary Super Retail Group shares that do not incur brokerage rather than receiving dividends in cash.

Applications or variations to participate must be received by the share registry prior to the dividend record date of 4 March 2011.

Shares issued or transferred under the Plan will rank equally in all respects with existing fully paid ordinary Shares and will be credited to the Participant's shareholding.

Further information is available on the company's website:

www.superretailgroup.com.au

ENDS

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