

18 August 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 final dividend declared 18 August 2011.

The Directors have determined that DRP shares allocated in payment of the final dividend on 26 September 2011 be priced at the volume weighted average price (VWAP) for a fully paid Share sold on ASX between 31 August 2011 (the second business day following the Dividend Record Date) and 13 September 2011 (ten business days) 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 29 August 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.

For further information see the company's website: www.superretailgroup.com.au

ENDS

For further information please contact:

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Super Retail Group Limited



www.supercheapauto.com.au



www.bcf.com.au



www.goldcross.com.au



www.raysoutdoors.com.au



www.fco.co.nz