

9 January 2012

ASX/Media Announcement

Super Retail Group Limited Trading Update on 1st Half 2011/12

Super Retail Group announced today that Group Sales for the 26 weeks to 31 December 2011 are expected to be \$758.6 million, an increase of 35% over the prior comparative period. This increase includes the contribution of the Rebel Sports and Amart All Sports businesses from 30 October 2011.

Auto and Cycle Division

Over the 26 week period, like for like sales in the Auto and Cycle Division were 3.5% higher than the prior comparative period. Gross Margins are expected to be slightly ahead of the prior comparative period.

Supercheap Auto opened six stores and Goldcross Cycles closed one store.

Leisure Division

Over the 26 week period, like for like sales in the Leisure Division were 9.9% higher than the prior comparative period. Gross margins in the Leisure Division are expected to be slightly behind last year, reflecting the change in ranging strategy in the Ray's Outdoors business to offer customers a wider range of national and international branded products.

BCF Boating Camping Fishing opened nine stores and Ray's Outdoors opened three stores. In addition, the Group launched the FCO Fishing Camping Outdoors business in New Zealand with 10 stores trading by 31 December 2011.

Sports Division

Since its acquisition on 30 October, like for like sales growth in the Sports Division in the subsequent nine week period was 7.8%. Gross Margins in the Sports Division are expected to be lower than the prior comparative period reflecting the change in pricing and promotion strategy announced at the time of acquisition and initiatives to clear aged inventory.



The above results are subject to period end accounting adjustments and audit review. The Group will announce its final results for the 26 weeks to 31 December 2011 on 22 February 2012. The results will include the costs of acquiring the Rebel Sports and Amart All Sports businesses and of establishing the FCO Fishing Camping Outdoors business.

Mr Peter Birtles, Group Managing Director and Chief Executive Officer, said, "We are very pleased with the contribution of all three of our divisions. Our Auto and Cycle and our Leisure divisions have continued to deliver solid like for like sales growth maintaining the performance delivered over the last five years."

"We have been delighted with the manner in which the Rebel Sports and Amart All Sports teams have responded to Super Retail Group's ownership. The significant improvement in trading performance can be attributed both to the team's commitment over the busy Christmas trading period and plans introduced by the new management team to clear out dated inventory."

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