



16 August 2013

ASX ANNOUNCEMENT
Termination of Saleslink Sales Partner Agreements

Pental Limited announces that the sales partner agreements between Pental Products Pty Ltd (**Pental**) and each of Sales Link Australia Pty Ltd and Pharmalink Pty Ltd (together, **Saleslink**) (**Sales Partner Agreements**) have been terminated by agreement with effect from 31 October 2013.

The Sales Partner Agreements were entered into in November 2012 and under these agreements, Saleslink was appointed as sales agent for Pental in the independent, convenience route, hardware and pharmacy channels.

Over that period, Saleslink and Pental have worked closely to ensure the continued distribution of Pental products in those channels. Pental has decided to perform the sales function for these channels in house and the parties will work together to ensure a smooth transition.

The decision to terminate the Sales Partner Agreements is considered by Pental and Saleslink to be in their respective best interests. Pental has built up a close relationship with Saleslink and hopes to be able to work cooperatively with Saleslink in future opportunities.

About Pental Limited

Pental is Australia's largest manufacturer of soap, supplying its own brands of Country Life, Natural Selections, Sunlight, Velvet, Knights Castile and Lux Flakes, together with the sale of icon brands such as White King, Janola Jiffy Firelighters, Softly premium wool wash, Huggie fabric softener, Country Homestead wool mix, Sureguard moth and silverfish repellent, Hi Speed iron cleaner and Close Up and Aim toothpastes. More information on Pental is available at: www.pental.com.au