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ASX ANNOUNCEMENT

Pental signs exclusive Pears product distribution agreement with Unilever

Pental Limited (**PTL**) has entered into a three year exclusive distribution agreement with Unilever India Exports Limited to distribute Unilever's popular Pears soap bar, shower gel and hand wash products in Australia and New Zealand. The distribution agreement's effective date is 7 January 2013.

PTL CEO Alan Fisher said that PTL is delighted to expand its distribution arrangements with Unilever to include the Pears soap range. He commented: "PTL's stated strategy is to expand its Consumer Products business and distributing Unilever's well known Pears soap brand through our existing sales channels gives us greater presence and market share. While we have only just executed the agreement, given our excellent relationship with Unilever we have been distributing the products since 7 January this year."

The agreement is subject to usual terms around minimum sales levels. Based on current sales and distribution channels, Pental expects to add annualized gross sales of approximately \$5 million per year as a result of the agreement. The balance of the terms of the agreement are commercial in confidence.

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