

4th November 2010

The Manager
Company Announcements Office
Australian Securities Exchange

Electronic Lodgement

Dear Sir or Madam

RE: Launch of LMW Hegney brand

The directors of LandMark White Limited (LMW Group) are pleased to announce the launch of the new national valuation business to be known as **LMW Hegney**, a joint venture between LMW Group and Hegney Property Group.

This joint venture will offer integrated property services on a national scale and will see the rebranding of LMW Group's subsidiary LMW Residential and Hegney Property Valuations to a single '**LMW Hegney**' brand.

The joint venture while operating in all mainland states will also provide an opportunity to establish further franchise offices in select locations around Australia.

Growth for both existing companies will come from leveraging a national brand and possible future franchise expansion under the control of a single board represented by both of the joint venture partners.

LMW Residential will continue to be a wholly owned subsidiary of LMW Group and may benefit from any future expansion of the business in the eastern states. Under the terms of the Joint Venture agreement LMW Group will have rights to expand its network in the eastern states under the brand '**LMW Hegney**' and Hegney Property Group will have similar rights in Western Australia, South Australia and the Northern Territory. The LMW Group will only be responsible for costs associated with current and future operations in the eastern states and not for costs in South Australia, Northern Territory or Western Australia.

Yours faithfully

LANDMARK WHITE LIMITED



Brad Piltz
Chief Executive Officer



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