



ASX/Media Announcement

5 November 2004

AFL CAPITALISES ON SUCCESS OF BILL EXPRESS FLOAT

Highlights:

- AFL's EBMS to be developed for further business opportunities
- AFL to receive royalty payment from Bill Express for EBMS
- AFL will consolidate Bill Express into its accounts

Melbourne, November 5 2004 - Australian Pure Fruits (ASX: AFL), the diversified food and beverages group, announced today the successful completion of the first two weeks of trading of its 46% owned subsidiary and first off shoot, Bill Express (ASX: BXP), the electronic payment systems company.

Peter McDougall, Executive Chairman of AFL said: "We are delighted with the ASX debut of our first spin off. We will continue to develop new business opportunities using AFL's intellectual property, Electronic Business Management System."

Bill Express has the Australian license for AFL's Electronic Business Management System (EBMS) which is the backbone of Bill Express' electronic sales, distribution and payment systems network. In consideration of the grant of the licence Bill Express pays AFL a royalty of 0.16%. AFL's consolidated accounts will include Bill Express' results.

AFL's EBMS is capable of many different business applications using its technology and software, and is in use in the businesses of *Cash4biz*, *Loyalty Point\$* (merchant-based loyalty offerings that include data capture, loyalty cards, and analysis of customer data from the secure web site) and *Motorlink* (a card that allows small businesses access to a vehicle expense charge card facility).

Bill Express listed on 21 October at a premium of 25 per cent with AFL having a 46% holding in Bill Express.

Yours faithfully,

Ian Christiansen
Company Secretary

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