fresh food industries

FFI HOLDINGS LIMITED

4th August 2010

Dear Shareholder,

New Dividend Reinvestment Plan

On the 28th June 2010 the Board of F.F.I. Holdings Ltd (The **"Company"**) announced a special dividend of $0.50 per share ("**Special Dividend**") and the introduction of a new dividend reinvestment plan ("**new Plan**").

I now wish to remind all shareholders that **the latest date to make the election to participate in the new Plan is the 13th August 2010.**

Under the new Plan shareholders are entitled to reinvest all or part of their Special Dividend in additional shares in the Company, at a maximum price of **$3.50 per share (ex the Special Dividend).**

In view of the Company's profit guidance announcement on the 30th July 2010 (copy attached) and the recent significant increase in share price **($5.46 as at the 3rd August 2010 cum the Special Dividend**), I urge all shareholders to review and carefully consider this opportunity to participate in the new Plan.

Please note that the previous dividend reinvestment plan is no longer operational. Accordingly, if shareholders wish to participate in the new Plan, they must complete the **Election Form** (which was recently mailed to shareholders with the information booklet) according to the instructions on the form and return it to the share registry. The form must be received at the share registry on or before the record date for the Special Dividend of Friday 13th August 2010.

If you are in any doubt as whether to participate in the new Plan or if you are unclear about the tax implications of participating you should consult your own professional advisor without delay.

For further information please do not hesitate to contact the share registry (Security Transfer Registrars on 08 9315 2333) or the undersigned.

Yours faithfully,

Rodney Moonen
Chairman
FFI Holdings Limited