



ASX ANNOUNCEMENT

Tag Launches ShareCover® Concept

Sydney – 6 October 2005 – Further to the announcement on 30 September 2005, Tag Pacific Limited (ASX: TAG, NZX: TPC) advises that details of its innovative **ShareCover®** concept are now publicly available.

ShareCover® offers investors a refreshingly simple and effective way to protect their investment in selected ASX listed shares.

The ShareCover® concept has been entirely conceived and developed in-house by the Tag Pacific Group. ShareCover Pty Limited is a wholly owned subsidiary of Tag Pacific Limited.

Tag Pacific will roll out ShareCover® progressively over the next few months as it enters into alliances with key distribution parties in the financial services industry. The number of stocks for which ShareCover® is available is expected to increase over time.

ShareCover® is available from today at www.sharecover.com.au.

ENDS

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