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30 January 2006

Australian Stock Exchange Limited
Level 6, Exchange Centre
20 Bridge Street
Sydney NSW 2000

Company Announcements

REAL BRAND HOLDINGS LIMITED ("REAL") – MARKET UPDATE – POTENTIAL US\$2.0M BILLINGS

The Appendix 4C for REAL for the quarter ended 31 December 2005 has now been lodged, showing that the company has had a further decline in cash reserves over the quarter ended 31 December 2005. The Directors believe that it is in the market interest to disclose certain revenue streams that will (subject to completion of contracts) be flowing through in the March 2006 quarter, and beyond. Certainly the major portion of the cash decline is attributable to the work required to win and establish this new business which if all awarded will total over US\$2.0M in billings.

New Business

REAL has been provided with a Letter of Award (subject to completion of contracts), for a foreign client, which is expected to create billables of US\$1.35M in the 7 months ended 31 July 2006 and bonus performance incentives. Client confidentiality prevents REAL from advising greater detail of this contract, until the contracts have been formally signed. This is expected to take place prior to 15 February 2006. More detail on this contract will be advised as soon as the contracts have been signed.

China

REAL has now been awarded Phase 1 of design work for a large multinational corporation, totaling US \$200K, subject to contract. This work is in China and is expected to be delivered, with revenues billed in the March 2006 quarter.

REAL has also completed the documentation and pitch for the second phase of another contract in China with another large multinational, which if this progresses to the next phase, will create revenues of approx US\$350K. These are expected to be received prior to 30 June 2006. Real has already completed and billed \$65K for the first stage work for this client.

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Client confidentiality prevents REAL from disclosing who these customers are until contracts have been signed.

Hands

REAL has not yet exercised its option to acquire 50% of Hands for \$500k. REAL has been working on securing a major sponsorship for Hands (\$1m+) which will ensure the acquisition is effectively cash flow neutral for REAL. REAL has secured interest from a number of corporations who are considering acting as foundation sponsors.

For further information, contact

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