Level 14
15 -19 Bent Street
Sydney NSW 2000
telephone +61 2 8257 6500
facsimile +61 2 8257 6501

Postal Address
PO Box H101
Australia Square
Sydney NSW 1215

ACN 110 005 822

RealBrandHoldingsLimited

13 November 2007

Dear Shareholder

Non-Renounceable Rights Issue

On 13 November 2007, the Company announced to the Australian Securities Exchange (**ASX**) the details of a non-renounceable rights issue of up to approximately 36,585,750 Shares at an issue price of 4 cents each, on the basis of one (1) new Share for every one (1) Shares held on the record date, to raise approximately $1,463,430(**Offer**).

An offer document relating to the Offer (**Offer Document**) will be sent to Shareholders after the record date.

Announcement of Rights Issue and Appendix 3B	**13 November 2007**
Notice sent to security holders Appendix 3B Information	**13 November 2007**
Ex Date (date from which Shares commence trading without the Entitlement to participate in the Rights Issue)	**15 November 2007**
Record Date (date for determining Entitlements of Eligible Shareholders to participate in the Rights Issue)	**21 November 2007**
First cleansing notice and Offer document lodged with ASX	**22 November 2007**
Offer document Dispatched to Shareholders (expected date of dispatch of Offer Document, Entitlement and Acceptance Forms)	**26 November 2007**
Rights Issue opens	**26 November 2007**
Closing Date* 5pm (EST)	**10 December 2007**
Notify ASX of undersubscriptions (if any)	**12 December 2007**
Second cleansing notice lodged with ASX (under Section 708A(5))	**13 December 2007**
Dispatch holding statements **	**13 December 2007**
Expected date for normal trading of New Shares to commence on ASX	**14 December 2007**

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* Subject to the Listing Rules, the Directors reserve the right to extend the closing date for the Offer at their discretion. Should this occur, the extension will have a consequential effect on the anticipated date of issue for the New Shares.

** These dates are indicative only.

Use of Funds

The Company intends to apply the funds raised from the Offer towards:

(a) new investment opportunities;

(b) capital raising costs;

(c) administration costs;

(d) loaning Real Brand and Business Pty Limited up to $125,000; and

(e) general working capital.

The use of funds set out above is a "best estimate" only. It is important to recognise that the use of funds may be subject to change in line with results, circumstances and other opportunities.

Yours sincerely

Richard Poole
Director
Real Brand Holdings Limited