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21 December 2007

The Manager  
Company Announcements Office  
Australian Stock Exchange Limited  
20 Bridge Street  
Sydney NSW 2000

### **Rights Issue Shortfall, Placement and Performance Options**

Real Brand Holdings Limited (ASX: RBH) is pleased to announce the finalisation of the Rights Issue by the placement of 34,738,750 new ordinary shares at \$0.04 per share raising gross proceeds of \$1.39 million being the fully underwritten shortfall.

With the strong demand experienced at the time of placing the shortfall, the Company has also elected to place an additional 8,664,250 new ordinary shares at \$0.04 per share raising additional gross proceeds of \$0.35 million under ASX listing rule 7.1. The placements will be finalised upon receiving notice of cleared funds.

The directors have also agreed, subject to shareholders approval, to secure assistance for the development of shareholder value by issuing the following performance options independently **to each of** Mr John Atkinson, Mr Travers Duncan and Mr John McGuigan.

- 4,000,000 options to acquire a share exercisable at \$0.05 each on or before 30 June 2012 subject to the volume weighted average share price for RBH shares being in excess of \$0.08 for any 30 day period; and

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- 4,000,000 options to acquire a share exercisable at \$0.08 each on or before 30 June 2012 subject to the volume weighted average share price for RBH shares being in excess of \$0.12 for any 30 day period.

A general meeting of shareholders will be scheduled in the New Year at which time the Company will seek to ratify the issue of the performance options and provide background to the Company's future plans.

**Ends**

Richard Poole  
Chairman  
Real Brand Holdings Limited