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22 March 2011

ASX ANNOUNCEMENT

SUPER RETAIL GROUP LIMITED (SUL)

DIVIDEND REINVESTMENT PLAN

The issue price of shares to be allotted under the Super Retail Group Dividend Reinvestment Plan (DRP) on 5 April 2011 will be $6.40.

The price represents the volume weighted average price for a fully paid SUL share sold on ASX over the nine trading days between 7 and 21 March 2011 inclusive of a 2.5% discount.

The entitlement date for participation in the DRP was 4 March 2011, being the record date for the final dividend.

ENDS

For further information please contact:

David Kelley
Company Secretary
Super Retail Group Limited