

15 February 2008

The Manager, Listings  
Australian Securities Exchange  
Company Announcements Office  
Level 4,  
Exchange Centre  
20 Bridge Street  
Sydney NSW 2000

**Via e-lodgement**

Dear Sir

**Tassal Group Limited – purchase of Superior Gold**

The Directors of Tassal Group Limited ("Tassal") are pleased to announce that its subsidiary, Tassal Operations Pty Ltd, has today finalised the purchase of the *Superior Gold* brand from The King Island Company Limited, a wholly owned subsidiary of National Foods Limited and will commence trading that brand immediately.

*Superior Gold* is a market leading brand of pre-packaged Smoked Salmon and Trout which is sold through supermarkets, retail outlets and foodservice markets throughout Australia. The acquisition will grant Tassal the exclusive right to import and distribute the *Superior Gold* product range throughout Australia.

A supply agreement, which ensures products are supplied at a fixed price for 12 months, has been negotiated and also finalised today – with pricing for the balance of the agreement to be set based on a price review mechanism which will ensure that Tassal receives globally cost competitive products. The supply agreement is for 3 years and allows Tassal the ability to supply up to 30% of its own Salmon under the *Superior Gold* brand after the first year, subject to satisfying terms underpinning the agreement.

The acquisition of the *Superior Gold* brand strengthens Tassal's position as Australia's leading vertically integrated Salmon producer, seller and marketer and affirms its commitment to broadening its product range.

Tassal's Managing Director and Chief Executive Officer, Mark Ryan, stated that *"the purchase of Superior Gold is a significant transaction for Tassal – both from a strategic and financial perspective. The acquisition allows us to unlock synergies for not only the Superior Gold business, but also the broader Tassal Pure Tasmania business. Our international supply relationship will allow us to stay at the forefront with respect to both new product development and innovation in the packaged fish market. We continue to consolidate our position as the 'fish experts'."*

**Trading Update**

Tassal will release its results for the first half of the 2008 financial year on Wednesday 27 February 2008.

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