EVERYONE'S A WINNER AT TI-IE REJECT SI-ICP

Company Announcements Office

Australian Securities Exchange Limited

9 December 2010

Teleconference Presentation

Please be advised an Investor Update session via teleconference regarding The Reject Shop Limited's updated FY2011 Earnings guidance is to be held today, **Thursday 9 December 2010 at 12.00pm**.

Registrations can be made from 11.50am by dialing 1800 063 869 and giving your details to the Operator.

If you are interested in asking a question, you can register at any time during the conference by pressing *1 to register your question.

Media enquiries should be directed to Fowlstone Communications on (02) 9955 9899.

DBng

Darren Briggs

Chief Financial Officer & Company Secretary