



McPherson's Limited

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28 September 2010

The Manager
Companies Announcement Office
Australian Stock Exchange Limited
Level 4
20 Bridge Street
SYDNEY. NSW. 2000.

Dear Sir/Madam,

Appointment of New Director – Mr. Graham Cubbin

McPherson's Limited is pleased to announce the appointment of Mr. Graham Cubbin as a non-executive Director of the Company, effective today, 28 September 2010. Mr. Cubbin has also been appointed to the Board's Audit Risk Management & Compliance Committee, and will replace Mr. Simon Rowell as Chairman of the Committee.

Mr. Cubbin was a senior executive with Consolidated Press Holdings Limited (CPH) from 1990 until September 2005, including Chief Financial Officer for 13 years. Prior to joining CPH, he held senior finance positions with a number of major companies, including Capita Financial Group and Ford Motor Company. He has 15 years experience as a director and audit committee member of public companies in Australia and the United States.

Mr. Cubbin is a director of the ASX listed Challenger Financial Services Group Limited, STW Communications Group Limited, Bell Financial Group Limited and White Energy Company Limited, and serves on the Audit Committee for each of these companies.

Mr. Cubbin's appointment as a Director and Audit Committee member will bring valuable and relevant experience to the Board and to the Audit Committee. His appointment as Chairman of the Audit Committee will also ensure the Company is in full compliance with ASX Listing Rule 12.7 and the best practice recommendations set by the ASX Corporate Governance Council regarding the composition of its Audit Committee.

Yours faithfully,

P.R. BENNETT
Company Secretary.