

Company Announcement Officer
Australian Securities Exchange
Exchange Centre
20 Bridge Street
SYDNEY NSW 2008

To whom it may concern

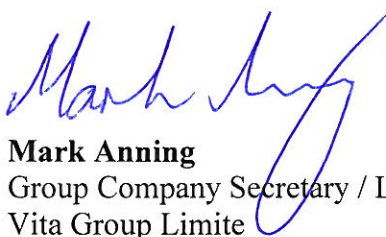
27 February 2012

MEDIA RELEASE:

Vita Group brings Liquipel's revolutionary new mobile phone waterproofing to Australia.

Attached is a copy of a joint media release issued this morning at the Mobile World Congress in Barcelona.

Yours faithfully



Mark Anning
Group Company Secretary / Legal Counsel
Vita Group Limited

MEDIA RELEASE

Vita Group brings Liquipel's revolutionary new mobile phone waterproofing to Australia.

With 82 million of the world's mobile phones water damaged each year, the arrival of this new waterproofing technology will be celebrated by many users. Liquipel has announced today that they have appointed Vita Group (ASX:VTG), Australia's largest mobile communications specialist retailer, to provide their new revolutionary mobile phone waterproofing protection to mobile customers in Australia.

Liquipel protects against accidental water contact by penetrating the entire mobile device, including all of the vital internal components. This cutting edge technology deposits a coating 1,000 times thinner than a human hair to all parts of the device, both internally and externally. Invisible to the naked eye, it won't compromise the look, feel or performance of an electronic device.

The new technology will be initially launched in Australia exclusively through selected Vita owned Fone Zone and Telstra Stores in April this year. Vita Group will be able to apply Liquipel to both new and existing mobile phones, and the waterproofing technology can extend to other device like tablets and laptops.

It represents the launch of a completely new category in the mobile and technology space, and customer take up is expected to be very strong as water damage is currently the number one reason for mobile phone failures in Australia.

For more information contact:

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About Vita Group

Founded in 1995 as Fone Zone, Vita Group has grown to become Australia's largest mobile communications specialist. As a premium Telstra dealer and industry leader, Vita Group sets industry trends and benchmarks for customer service, and has won numerous awards for the Team's insatiable pursuit of customer satisfaction.

Having listed on the ASX in November 2005, Vita Group today manages some of Australia's fastest growing retail brands including Fone Zone, One Zero, Australia's largest Apple Reseller Next Byte, iConcierge, Sprout – along with selected Telstra Shops and Telstra Business Centres.

About Liquipel

Liquipel, the star of CES 2012 and an Edison Awards 2012 nominee, has developed a unique process to waterproof everything electronic, as reported by more than 300 outlets around the world, including: ABC, the BBC, the Chicago Tribune, CNET, Forbes, Fox News, Huffington Post, the Los Angeles Times, NBC, the New York Daily News, Scientific American and Yahoo, just to name a few.

Using the latest advancements in nano-coating, Liquipel's patent-pending process creates a liquid-repellent coating that is 1,000 times thinner than a human hair but will last the life of the device. It creates a new category for water-safe electronics with a rating of IP-X7 certification (3 feet underwater for 30 minutes), making it the highest performing protective coating in the industry. The 30-minute process is virtually untraceable and will not affect nor compromise the look, feel and performance of the device.

For more information and videos, please visit Liquipel's website at www.liquipel.com <<http://www.liquipel.com/>> . To contact Liquipel World Licensing, LLC, email Sam Winkler at swinkler@liquipel.com <<mailto:s.winkler@liquipel.com>> .