

# ASX Announcement

## Appointment of CFO

VITA GROUP LIMITED (ASX:VTG) today announced the appointment of Mr Andrew Leyden as Chief Financial Officer, who will commence on Monday 9 May, 2011.

Mr Leyden is a Fellow of the Association of Chartered Certified Accountants (FCCA) and holds an honours degree in Accounting and Financial Management. He has held a number of senior executive roles in international consumer goods and retail companies, and has worked in a number of markets around the world. He joins Vita Group after spending 9 years with the Foster's Group, where he was Chief Information Officer and a member of the Group Executive.

"Mr Leyden has a wealth of strategic, operational and financial experience with a successful track record in the FMCG, retail and technology sectors, and we look forward to his contribution to our existing Leadership Team". Vita Group Joint CEO Maxine Horne said.

### *Further enquiries:*

#### **Maxine Horne**

Joint Chief Executive Officer  
Vita Group Limited  
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#### **About Vita Group**

Vita Group's four brands – Fone Zone, T stores, Next Byte and One Zero – operate in clearly defined retail segments and share commonality toward premium service and solution focussed selling. All four retail formats are built on a solid, customer service foundation, each offering a unique retail experience for Australian consumers. Further information can be found at [www.vitagroup.com.au](http://www.vitagroup.com.au)



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