

Appendix 3X

Initial Director's Interest Notice

Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.

Introduced 30/9/2001.

Name of entity	THE REJECT SHOP LIMITED
ABN	33 006 122 676

We (the entity) give ASX the following information under listing rule 3.19A.1 and as agent for the director for the purposes of section 205G of the Corporations Act.

Name of Director	Christopher John Bryce
Date of appointment	15 October 2009

Part 1 - Director's relevant interests in securities of which the director is the registered holder

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

Christopher John Bryce is the registered holder of 83,500 Reject Shop shares in his own name.	
In addition, Christopher John Bryce is the holder of 73,300 Performance Rights issued under The Reject Shop Limited Performance Rights Plan with the following expiry dates :	
Number	Expiry Date
50,000	15/8/2016
5,000	18/8/2014
6,000	19/8/2013
4,400	15/8/2012
<u>7,900</u>	18/8/2011
<u>73,300</u>	

+ See chapter 19 for defined terms.

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Part 2 – Director's relevant interests in securities of which the director is not the registered holder

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Mr. Christopher John Bryce and Mrs. Anna Caitlin Bryce as Trustees for the C&A Bryce Superannuation Fund	Holder of 10,000 The Reject Shop Shares
Mrs. Anna Caitlin Bryce (Spouse)	Holder of 13,387 The Reject Shop Shares

Part 3 – Director's interests in contracts

Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

Detail of contract	N/A
Nature of interest	N/A
Name of registered holder (if issued securities)	N/A
No. and class of securities to which interest relates	N/A



Darren Briggs
Company Secretary
15 October, 2009

+ See chapter 19 for defined terms.