

# Appendix 3Y

## Change of 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.

<b>Name of entity</b>	<b>THE REJECT SHOP LIMITED</b>
<b>ABN</b>	<b>33 006 122 676</b>

We (the entity) give ASX the following information under listing rule 3.19A.2 and as agent for the director for the purposes of section 205G of the Corporations Act.

<b>Name of Director</b>	Christopher John Bryce
<b>Date of last notice</b>	15 October 2009

### Part 1 - Change of director's relevant interests in securities

*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.

<b>Direct or indirect interest</b>	Direct
<b>Nature of indirect interest (including registered holder)</b> <small>Note: Provide details of the circumstances giving rise to the relevant interest.</small>	N/A
<b>Date of change</b>	8th July 2010
<b>No. of securities held prior to change</b>	Direct: 83,500; Indirect: 23,387
<b>Class</b>	ORDINARY
<b>Number acquired</b>	7,900
<b>Number disposed</b>	Nil
<b>Value/Consideration</b> <small>Note: If consideration is non-cash, provide details and estimated valuation</small>	\$1
<b>No. of securities held after change</b>	Direct: 91,400; Indirect: 23,387

+ See chapter 19 for defined terms.

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<p><b>Nature of change</b>          Example: on-market trade, off-market trade, exercise of options, issue of securities under dividend reinvestment plan, participation in buy-back</p>	<p>Exercise of 7,900 vested performance rights in accordance with the terms and conditions of The Reject Shop Performance Rights Plan.</p> <p>Mr. Bryce remains the holder of 65,400 Performance Rights as follows:</p> <table style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th style="text-align: left;"><u>Number</u></th> <th style="text-align: left;"><u>Expiry Date</u></th> </tr> </thead> <tbody> <tr> <td>50,000</td> <td>15/8/2016</td> </tr> <tr> <td>5,000</td> <td>18/8/2014</td> </tr> <tr> <td>6,000</td> <td>19/8/2013</td> </tr> <tr> <td><u>4,400</u></td> <td>15/8/2012</td> </tr> <tr> <td><u>65,400</u></td> <td></td> </tr> </tbody> </table>	<u>Number</u>	<u>Expiry Date</u>	50,000	15/8/2016	5,000	18/8/2014	6,000	19/8/2013	<u>4,400</u>	15/8/2012	<u>65,400</u>	
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<u>4,400</u>	15/8/2012												
<u>65,400</u>													

**Part 2 – Change of 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.

<b>Detail of contract</b>	N/A
<b>Nature of interest</b>	N/A
<b>Name of registered holder (if issued securities)</b>	N/A
<b>Date of change</b>	N/A
<b>No. and class of securities to which interest related prior to change</b> <small>Note: Details are only required for a contract in relation to which the interest has changed</small>	N/A
<b>Interest acquired</b>	N/A
<b>Interest disposed</b>	N/A
<b>Value/Consideration</b> <small>Note: If consideration is non-cash, provide details and an estimated valuation</small>	N/A
<b>Interest after change</b>	N/A



**DARREN BRIGGS**  
 Company Secretary  
 15 July 2010

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