

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.

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.2 and as agent for the director for the purposes of section 205G of the Corporations Act.

Name of Director	Christopher John Bryce
Date of last notice	30 May 2011

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.

Direct or indirect interest	(1) Direct
Nature of indirect interest (including registered holder) <small>Note: Provide details of the circumstances giving rise to the relevant interest.</small>	(2) Indirect – C & A Bryce Super Fund A/C (3) Indirect – Anna Caitlin Bryce
Date of change	17 August 2011
No. of securities held prior to change	<u>Ordinary Shares:</u> (1) 83,500 (2) 17,900 (3) 13,387 <u>Unquoted Performance Rights:</u> (1) 84,400
Class	Ordinary Shares
Number acquired	(1) 4,400
Number disposed	NIL
Value/Consideration <small>Note: If consideration is non-cash, provide details and estimated valuation</small>	\$1.00

+ See chapter 19 for defined terms.

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No. of securities held after change	<u>Ordinary Shares:</u> (1) 87,900 (2) 17,900 (3) 13,387 <u>Unquoted Performance Rights:</u> (1) 80,000												
Nature of change Example: on-market trade, off-market trade, exercise of options, issue of securities under dividend reinvestment plan, participation in buy-back	Exercise of 4,400 vested performance rights in accordance with the terms and conditions of The Reject Shop Performance Rights Plan. Mr. Bryce remains the holder of 80,000 Performance Rights as follows: <table border="1" data-bbox="824 653 1128 840"> <thead> <tr> <th><u>Number</u></th> <th><u>Expiry Date</u></th> </tr> </thead> <tbody> <tr> <td>50,000</td> <td>15/8/2016</td> </tr> <tr> <td>19,000</td> <td>18/8/2015</td> </tr> <tr> <td>5,000</td> <td>18/8/2014</td> </tr> <tr> <td><u>6,000</u></td> <td>19/8/2013</td> </tr> <tr> <td><u>80,000</u></td> <td></td> </tr> </tbody> </table>	<u>Number</u>	<u>Expiry Date</u>	50,000	15/8/2016	19,000	18/8/2015	5,000	18/8/2014	<u>6,000</u>	19/8/2013	<u>80,000</u>	
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50,000	15/8/2016												
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5,000	18/8/2014												
<u>6,000</u>	19/8/2013												
<u>80,000</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.

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

+ See chapter 19 for defined terms.



DARREN BRIGGS
Company Secretary
22 August 2011

+ See chapter 19 for defined terms.