



Australian Securities Exchange ("ASX") announcement - 26 December 2010

Symex Holdings Limited ("Symex"), ASX ticker code SYM, is pleased to announce that Symex and Pental Products Pty Ltd ("Pental"), a wholly owned subsidiary of Symex, have entered into an agreement with Sara Lee Corporation and its related entities ("Sara Lee") to purchase the White King and Janola Business.

The White King and Janola Business primarily develops, markets and sells bleach, toilet, laundry and other cleaning products in Australia and New Zealand. The White King and Janola Business has significant market shares in a number of its product categories.

Symex already manufactures many White King and Janola products for Sara Lee.

The purchase of the White King and Janola Business is a complementary fit with Pental's existing fabric care and home care brand portfolio.

Symex will operate the White King and Janola Business as part of Pental.

For the year ended 30 June 2010, the White King and Janola Business generated gross sales of approximately A\$40 million.

The purchase price for the White King and Janola Business is approximately Euro 38 million which will be funded from loan facilities. The purchase is due to be completed on 7 February, 2011.

The purchase of the White King and Janola Business is expected to be earnings accretive for Symex.

Peter Robinson, Chairman of Symex, said "The White King and Janola brands are iconic brands which will add value to our Pental Consumer Products Division. The White King and Janola brands have strong synergies with our existing brands and have very strong brand awareness with consumers".

Greg Tremewen, Managing Director of Symex, said "The purchase of the White King and Janola Business is in line with our strategy of growing our Pental Consumer Products Division with quality brands and products. Our Pental business has grown significantly in the last two years and this acquisition will further enhance our position within the fast moving consumer goods industry".

For further information, please contact Greg Tremewen, Managing Director of Symex Holdings Limited, on (613) 9251-2373 or (61) 418-136-094.

About Symex Holdings Limited

Symex's Pental Consumer Products Division is Australia's largest manufacturer of soap, supplying its own brands of Country Life, Natural Selections, Sunlight, Velvet, Knights Castile and Lux Flakes, together with the sale of icon brands such as Softly premium wool wash, Huggie fabric softener, Country Homestead wool mix, Sureguard moth and silverfish repellent, Hi Speed iron cleaner and Close Up and Aim toothpastes. More information on Pental is available at: www.pental.com.au

Symex's Port Melbourne manufacturing facility produces refined oleo products such as glycerine, stearine, oleine and distilled fatty acids. These products are derived from naturally occurring fats and oils, such as tallow and coconut oil. Symex's refined oleo products are exported to over 40 countries. Symex's Port Melbourne manufacturing facility also produces White King and Janola products. More information on Symex is available at: www.symex.com.au.