

29 October 2010



FIRST FLOOR  
120 KARAMU ROAD NORTH  
PO BOX 783, HASTINGS  
NEW ZEALAND  
TELEPHONE 0-6-870 4672  
FACSIMILE 0-6-870 4673  
[enquiries@ruralequities.co.nz](mailto:enquiries@ruralequities.co.nz)

**RURAL EQUITIES LIMITED "REL"**

We have been advised that a limited number of REL Shareholders have received offer letters to purchase their REL shares at a price of \$2.60 per share. This offer is at a significant discount to the current market price which is in excess of \$3.00 per share. The Board strongly recommend that Shareholders consult their financial advisers before taking any action with respect to this offer.

Issued by James Wright, Chief Operating Officer, Rural Equities Limited  
Phone – 06 - 870 4672