

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	LION SELECTION GROUP LIMITED
ABN	26 077 729 572

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	ROBIN ANTHONY WIDDUP
Date of appointment	5 January 2011

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.

Number & class of securities

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

Name of holder & nature of interest <small>Note: Provide details of the circumstances giving rise to the relevant interest.</small>	Number & class of Securities
Name of Holder: Robin Anthony Widdup & Janet Widdup <Widdup Super Fund A/C> Nature of Interest: in capacity as beneficiary	1,756,317 ordinary shares 292,720 options
Name of Holder: WWW Management Pty Ltd <Widdup Family A/C> Nature of Interest: relevant interest	1,252,179 options
Name of Holder: Rojana Hero Pty Ltd Nature of Interest: relevant interest	7,513,073 ordinary shares

+ See chapter 19 for defined terms.

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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	
Nature of interest	
Name of registered holder (if issued securities)	
No. and class of securities to which interest relates	

+ See chapter 19 for defined terms.