



Lion Selection Group



ASX RELEASE : LSX

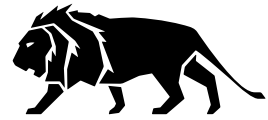
9 JULY 2013

Letter To Shareholders

Attached is a copy of a letter sent to Lion Selection Group Limited shareholders dispatched today. A copy of the research is available on the Lion Selection Group Limited website (www.lsg.com.au).

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Lion Selection Group

3 July 2013

My fellow shareholders

Lion Selection Group Limited Share Purchase Plan

As announced on 19 June 2013, Lion Selection Group Limited (Lion) is pleased to invite eligible shareholders to acquire up to \$15,000 in additional shares at \$0.53 per share, being the same price as its recent successful \$5.0 million placement to institutional and sophisticated investors.

By now you should have received both the Share Purchase Plan booklet and Application Form.

The Share Purchase Plan remains open until 5.00 pm Melbourne time on 22 July 2013.

In the event you have not received the Share Purchase Plan Booklet and / or Application Form or have a question about your shareholding please contact our share registry, Computershare on 1300 850 505 (within Australia) or +61 3 9415 4000 (Outside Australia).

Alternatively if you would like to discuss the Share Purchase Plan in further detail please contact your financial advisor or call Baillieu Holst Ltd on the toll free number 1800 339 521.

For your further information we have attached a recent research report prepared by Baillieu Holst Ltd. We note this research report is for information purposes only and therefore does not provide a price target or recommendation on Lion.

Further we note Baillieu Holst Ltd is acting as Lead Manager and Underwriter to the Share Purchase Plan and will receive fees for its role.

Yours sincerely

Peter Maloney
Chairman

