

Corporate Announcement Reflections Group

On behalf of the Board of the Reflections Group, I would like to advise a number of organisational changes in the Company which will enhance the service and accountability to our clients, and ensure Reflections' continuing high level of performance.

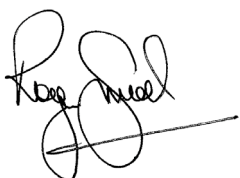
I am pleased to announce the appointment of **Mark Baldwin** as **Chief Executive Officer** of the Company. From **15 July**, Mark will take over responsibility for the day-to-day administration of the Reflections Group, to enable the Reflections Founding Director, Wayne Crewes to devote his full attention to focusing on key client relationships and service delivery.

Mark has previously held the role of Chief Operating Officer of the Reflections Group and during that time, he and Wayne have overseen a number of major administrative and operational changes to the Reflections organisation including; the restructuring and strengthening of state structures to ensure that Reflections meets and exceeds customer expectations; strengthening our back of house functions and; appointing new, highly experienced staff to roles that will improve services and increase efficiencies for our clients and the Company.

Over the years, Reflections has built its reputation on providing exceptional and high quality services, and being responsive to the needs of its clients, both large and small. I am sure that under the new structure this will continue, and that you will see an even more responsive approach from Reflections to your business.

I would like to thank you for your continuing support to the Reflections Group, and assure you of our best attention to your needs at all times.

With Kind Regards



Roger Smeed
Chairman
15 July 2009



Mark Baldwin – MRICS
Chief Executive Officer
Head Office, Port Melbourne VIC

Mark Baldwin, Chief Executive Officer, joined Reflections Group in September 2008 as Chief Operating Officer and has worked closely with Reflections Founding Director, Wayne Crewes and the Reflections Board to develop a sound understanding of the company and the philosophy and values that underscore its success.

Since joining Reflections Mark has undertaken a thorough review of company processes and procedures to identify and develop some key administrative and operational improvements and to oversee their implementation.

Mark's dedication to his role as COO has resulted in the following achievements.

- Recruitment of key personnel to service client requirements
- Revised Human Resources framework and policies to protect and enhance employees' rights and responsibilities
- Complete update of policies and procedures which included the Reflections Environmental policy and the launch of "Go Green" program
- Training for our Area Managers
- Improvements to the companies competitive tendering documentation and processes

Prior to joining Reflections Group Mark was the National Property Operations Manager for the retail divisions of the GPT Group and prior to that Lend Lease Retail, spanning 10 years in retail management for both companies.

Mark is a qualified Chartered Surveyor with over 20 years experience in the property industry having previously specialised in valuation and property management with Savills and Knight Frank in the UK.

Mark has enjoyed meeting many of our clients and learning of their expectations as well as developing a knowledge and understanding of their properties and looks forward to visiting many more clients and sites in his new role in the months to come.