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ASX Market Announcements
ASX Limited
20 Bridge Street
Sydney NSW 2000

YOWIE LAUNCHES “RANGER SERIES” INTO WOOLWORTHS

Yowie Group Ltd (ASX: YOW, OTC ADR: YWRPY) (the “Group” or “Yowie”) is pleased to announce the release of the much anticipated Ranger Series. This series will be in just over half of Woolworth stores from today. This strategic move will re-boot collector interest just in time for Easter and the cooler weather.

Louis Carroll, Chairman of Yowie Group said “Launching our second series in Australia and being stocked in Woolies has been a boost for the team and we’ll work to get it nationwide, it’s a proud moment for an Australian Brand.”

“After just 9 months in the market, we have sold almost 2 million units and won product of the Year not once but twice!” added Justin Fengels of Universal Candy, the distributor of Yowie for Australia.

“Australian Yowie collectors are the most passionate, nothing gets in their way – the collecting and trading of Yowie figures on social media stemmed from Australia and we plan to keep the kids smiles and surprises coming” stated Yowie Group CEO and Managing Director Mark Schuessler.

Investor enquiries:
Michael Brown,
+61 (0) 400 24 8080

Media contacts:
Kevin Skinner +61 414 822 631
John Field +61 418 819 527

Head Office
Yowie Group Ltd
Level 4, 216 St Georges Terrace
Perth WA 6000

PO Box 7315, Perth WA 6850
Phone +61 8 6268 2640
Fax +61 8 6268 2699
ABN 98 084 370 669



About Yowie

Yowie Group Ltd is a global brand licensing company specializing in the development of consumer products designed to promote learning, understanding and engagement with the natural world through the adventures and exploits of six endearing Yowie characters. Educating children and adults about the environment and ecology is at the heart of the Yowie proposition.

Yowie Group employs its company-owned intellectual property rights in the outsourcing of the manufacturing and distribution of the Yowie chocolate confectionery product and in the development of a Yowie digital platform and Yowie branded licensed consumer products. The Company's vision for the Yowie brand includes distribution of Yowie product in North America, with further expansion planned into Australia, New Zealand and throughout Asia, where the Yowie brand is known and brand equity remains strong, even with the brand not having been active in the market for around ten years. Expansion into Europe and the Middle East are key strategic priorities for a second-stage brand rollout.

Yowie Group Ltd was first listed on the Australian Securities Exchange www.asx.com.au in December 2012 under code name 'YOW'. The Company's registered head office is in Perth, Western Australia.

For more information on the company go to www.yowiegroup.com
The Yowie consumer website can be found at www.yovieworld.com

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