



ADVANCED SHARE REGISTRY LIMITED

Member of Securities Registrars Association of Australia Inc.

ABN 14 127 175 946

150 Stirling Highway, Nedlands, Western Australia 6009 PO Box 1156, Nedlands, Western Australia 6909
Telephone: (08) 9389 8033 Facsimile: (08) 9389 7871 web: www.advancedshare.com.au

09 June 2009

Company Announcements Manager
Australian Stock Exchange Limited
4th Floor
20 Bridge Street
SYDNEY NSW 2000

"Transmitted Electronically"

Dear Sirs,

Re: Media Release / Website

Attached is a "Media Release" and explanatory letter being forwarded to clients of Advanced Share Registry Limited today.

Yours faithfully,

ALAN C WINDUSS
Company Secretary



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Media Release
09 June 2009

Major system upgrade positions Advanced Share Registry as leader within registry space

Western Australian based national share registry provider Advanced Share Registry Limited (ASX: ASW) ("Advanced Share Registry" or "the company") is pleased to announce it has introduced a new set of web tools, offering a sophisticated share registry website solution for Australian shareholders and companies listed on the ASX.

The new software offered exclusively to Advanced Share Registry clients, will provide high level access to securityholder records for investors and companies revolutionizing the way on-line share registry records are managed.

Managing director Kim Chong commented: "No longer are share registries just custodians of title for shareholders and companies. We now offer companies access to sort and examine their shareholder data in any manner they chose, allowing for much better understanding by directors of their shareholder base. Equally, shareholders of our listed companies get systematic access to their own transaction histories allowing for easy tracking of holding changes for tax and other purposes.'

Companies can choose to receive a suite of reports and also ask for email or text message notification of changes to large shareholdings, protecting against fraud and potentially warning of takeovers. They will be able to track meeting proxy voting online and plan capital raisings with the flexibility of using BPay.

Shareholders can review all their different share holdings at once, (subject to the companies being managed by Advanced) and chose to review the whole of the transaction history in particular company, rather than only the most recent 2 year time frame offered by other registries.

The exclusive service enables shareholders to make global or individual choices for receipt of annual reports and advice of change of addresses and banking instructions, saving time and ensuring that holdings are not overlooked.

To view the brochure detailing the range of functions available please see attached.

Ends

For further information please contact:

Mr Kim Chong
Managing Director
Email:k.chong@advancedshare.com.au
Ph: +61 8 9389 8033

More information can be found by visiting the company website
www.advancedshare.com.au

About Advanced Share Registry Services

The Company owns the Advanced Share Registry Services business based in Perth, Western Australia that provides registry services to listed and unlisted clients on a state and national basis. The business has built its registry operations through its reputation and delivery as an efficient, cost effective service provider, especially for smaller companies. In 1996, the business commenced with a starting base of 6 clients and has grown to service over 170 clients in locations throughout Australia, including Queensland, Victoria, New South Wales and Western Australia and Asia Region. As an ASX listed company it has a track record of profits and pays a 6 monthly franked dividend.



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9 June 2009

Dear Valued Client

ADVANCED SOFTWARE AND PRODUCT UPGRADE

We are launching our upgraded Registry product for **FREE!** with more functionality.

Better and more powerful access to your shareholders. More tools for effective and efficient capital raisings, management of corporate actions, shareholder communications and analysis.

Shareholders will also have improved accessibility in managing their holdings. All these powerful services are delivered through a new look, user friendly, web-based interface.

We have attached some examples of what you can do with your registry. Better still, logon and try it first hand.

Don't hesitate to call your account manager if you get "stuck" and need a little hand in maneuvering through some of the new functionalities and release the power of your shareholder base.

Yours sincerely

KIM CHONG
Managing Director

The screenshot displays the Advanced Share Registry Online Services website. At the top, the logo and name 'ADVANCED SHARE REGISTRY SERVICES' are visible, along with the tagline 'Member of Securities Registrars Association of Australia Inc.'. Below this is a navigation bar with links: HOME, ABOUT US, INVESTORS, ISSUERS, EMPLOYEE PLANS, CONTACT US, CAREERS, and MAILING. The main content area features a banner titled 'GOOD HARVEST' with the text: 'We realise value for our shareholders through efficient processes and a tight rein on costs.' Below the banner are three columns of service offerings:

Investors	Issuers	Employees
<ul style="list-style-type: none">View ALL your holdings easilyDownload formsView delayed share price infoAmend your details Investor Login	<ul style="list-style-type: none">Full view of your company registerProduce realtime register reportsView individual holder detailsMaintain share trading alerts Issuer Login	<ul style="list-style-type: none">View Employee Share PlanMaintain your contribution records Employee Login

Below these columns are two sections: 'ASW INVESTOR NEWS' and 'SHARE PRICE'. The 'ASW INVESTOR NEWS' section lists three items:

Date	News Item
30/12/2008	Interim Financial Report 30 December 2008
7/10/2008	Annual Report 2008
26/05/2008	Advanced IPO Closes Heavily Over Subscribed

The 'SHARE PRICE' section shows a line graph and the following information:

Share Price
ASX: ASW \$0.220

A note at the bottom right states: 'Share price as at last close.'



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RAISE MORE MONEY!

In the current climate, we all know what an extra dollar will do. Rights issue or SPP? A quick glance at your Sub Register screen and you get an idea of the spread of shareholders.

When you get those application forms out, don't forget to organize with us BPay functionality. Every extra tool is made available to make it easier for shareholders to participate in the entitlement issue.

With BPay, applications can be processed quickly and efficiently - no lost cheques, no waiting for cleared funds, more dollars raised.

Registry Details

Security Class: IAU ORDINARY FULLY PAID

Sub Register Mailing Summary Mailing Analysis

Sponsor Spread

Sub Register		Units	Percentage
CHESS	3,513	255,994,966	59.81%
Issuer	1,131	171,997,384	40.19%
Total	4,644	427,992,350	100.00%

Less Than Marketable Parcel

Parcel	Holders	Units	Percentage
1 - 1,961	1,207	1,030,776	0.24%
> 1,961	3,437	426,961,574	99.76%
Total	4,644	427,992,350	100.00%

i - Important note LTMP calculation is based on \$0.255/Unit which is market price of previous close of business day.

Share Spread

Range	Holders	Units	Percentage
1 - 1,000	727	329,070	0.08%
1,001 - 5,000	1,443	3,890,729	0.91%
5,001 - 10,000	702	5,633,822	1.32%
10,001 - 100,000	1,510	52,146,566	12.18%
> 100,000	262	365,992,163	85.51%
Total	4,644	427,992,350	100.00%

SAVE MONEY

Registry Details

Security Class: IAU ORDINARY FULLY PAID

Sub Register Mailing Summary Mailing Analysis

Annual Report Mailing Analysis				
Locality	Method	Holders	Units	Percentage
	By Post	215	9,124,536	2.13%
	By Email	65	6,406,568	1.50%
	No Requested	4,049	393,543,849	91.97%
AUS Local	Total	4,329	409,074,953	95.60%
	By Post	11	209,801	0.05%
	By Email	0	0	0.00%
	No Requested	169	5,297,405	1.24%
New Zealand	Total	180	5,507,206	1.29%
	By Post	1	2,834	0.00%
	By Email	0	0	0.00%
	No Requested	53	4,832,685	1.13%
Asia Pacific	Total	54	4,835,519	1.13%
	By Post	4	3,880	0.00%
	By Email	3	153,000	0.04%
	No Requested	71	8,327,792	1.95%
Rest Of World	Total	78	8,484,672	1.98%
	Grand Total	4,641	427,902,350	100%

Is it time to do a campaign to get more shareholders across to paperless communications? Besides the trees, think of postage, printing and handling costs you can save.

Say 1,000 shareholders change

Cost to print per one annual report \$10.00

Postage \$2.75

POTENTIAL SAVINGS \$12,750.00

Keep Track of Proxies

Shareholders can vote their proxies online. As issuer, you can watch shareholders response in real time – giving you more time to deal with any potential issues.

Proxy Result


Meeting Details


Meeting Date	15/05/2009
Meeting Time	10.00 AM
Meeting Venue	
Number of Holders Voted	128
Total Holdings Voted	25,231,702
Issued Capital	427,992,350
Percentage	5.90%

Proxy Voting Results

Resolution	For %	Against %	Unstate %	Abstain %	Invalid %	CD* %
adoption of remuneration report	75.52%	11.26%	0.57%	12.51%	0.00%	0.14%
re-election of director - mr laurence curtis	77.18%	10.14%	0.57%	11.97%	0.00%	0.14%
re-election of director - mr alan roberts	77.06%	10.27%	0.57%	11.97%	0.00%	0.14%
approval of senior executive share plan	59.66%	28.28%	11.89%	0.02%	0.00%	0.15%
approval of share rights to mr brad gordon	59.45%	28.51%	11.89%	0.02%	0.00%	0.14%
approval of grant of opts to mr brad gordon	59.72%	28.24%	11.89%	0.02%	0.00%	0.14%
approval of non-executive directors' share plan	59.92%	28.05%	11.86%	0.17%	0.00%	0.00%
approval of share option plan	59.84%	27.96%	11.89%	0.17%	0.00%	0.15%

Analysis Report

 CD - Chairman Discretion.


 Important Notes: Figures are as at last close.

We have a customizable ESP module to keep your employees “sticky”.

Enhanced Shareholder Functionalities

Shareholders have enhanced access to track all their shareholdings with Advanced Share Register.

Whether it is working it out their current holdings, tax year end balances, capital gain calculations or simply the latest valuations, these are all easily accessible with the new look enhanced website.

**ADVANCED SHARE REGISTRY SERVICES**
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Advanced Share Registry Online Services.

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[Investor Holding Summary](#) [Update Details](#) [Online Proxy Voting](#)

Investor Login

Sub Register * ☒ CHES ☐ Issuer

HIN/SRN *

PostCode *

Security Code *

SELECT ONE OF YOUR SECURIT

To Authorize Your Login.

Address

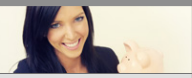
Country

AUSTRALIA

☐ I have read and agreed to the [Securityholders Terms and Conditions](#)

Login

Investors



[View ALL your holdings easily](#)
[Download forms](#)
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Register Details:
NOT REAL LTD
GPO BOX 1234
MELBOURNE VIC

Sub Register: CHES
Participant ID: 20006
Participant Name: NOT REAL LTD
TFN/ABN: TFN Quoted

Investor Holding Summary

Asx Code:

PLEASE SELECT...

Security Code	Security Class	Balance
ACB	ACB ORDINARY FULLY PAID	865,308
ACS	ACS ORDINARY FULLY PAID	105,000
ALK	ALK ORDINARY FULLY PAID	9,313,966
ANG	ANG ORDINARY FULLY PAID	1,444,412

Register Details:
LOUIS WINTHORPE III
OPHELIA AVENUE
PEPPERMINT GROVE WA 6011

Sub Register: CHES
Participant ID: 20006
Participant Name: LOUIS WINTHORPE III
TFN/ABN: TFN Quoted

Asx Code:

SHORT ORANGES LTD
GPO BOX 1234
MELBOURNE VIC 3000

Your Company Logo goes here

Company Secretary:BILLY VALENTINE
Tel: 08 1234 5678 Fax: 08 1234 5679
Official Web Site: [www.norealcompanies.com](#)

[Details](#) [History](#) [Dividend](#) [Payment](#) [Forms](#)

History

Security Class:

ORDINARY FULLY PAID

Transaction Date	Transaction Type	Units	Close Balance
12/11/2008	CHES/CHES MOVEMENT ON	+153,000	5,333,463
06/11/2008	CHES/CHES MOVEMENT ON	+2,000,000	5,180,463
13/10/2008	CHES/CHES MOVEMENT ON	+10,200	3,180,463
04/09/2008	CHES/CHES MOVEMENT ON	+75,000	3,170,263
07/08/2008	CHES/CHES MOVEMENT ON	+10,000	3,095,263

1

2

3

4

5

6

Register Details:
RANDOLPH DUKE
1 DOLLAR AVENUE
PHILADELPHIA WA 6543

Sub Register: CHES
Participant ID: 20006
Participant Name: RANDOLPH DUKE
TFN/ABN: TFN Quoted

Asx Code:

SHORT ORANGES LTD
GPO BOX 1234
MELBOURNE VIC

Your Company Logo goes here

Company Secretary:BILLY VALENTINE
Tel: 08 1234 5678 Fax: 08 1234 5679
Official Web Site: [www.norealcompanies.com](#)

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Details

Security Class:

ORDINARY FULLY PAID

Locked Amount	Price/Unit	Total Value
0	\$0.180	\$900

ce is based on the closing price on the previous business day.

ous End of Financial Years

30/06/2008	30/06/2007	30/06/2006
3,085,263	507,399	1,177,389

The enhanced website also provides historical information on dividend payments, internet form filling and submissions. Banking details, communication details and management of other pertinent shareholder data can now be done online.