



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

9 February 2011

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

"Transmitted Electronically"

Dear Sirs,

Re: Employee Performance Rights and Share Plan

Please find attached the announcement in relation to the Employee Performance Rights and Share Plan.

Yours faithfully,

ALAN C WINDUSS
Company Secretary



ADVANCED SHARE REGISTRY LIMITED

ACN 127 175 946

ASX Release 9 February 2011

Head office:

150 Stirling Highway
Nedlands WA 6005
T +61 8 9389 8033

Sydney office:

Level 6, 225 Clarence Street
Sydney NSW 2000
T +61 2 8003 6825

ASX Code: ASW

Capital Structure:

Shares: 42.4m
Options: nil

Share price: \$0.94

Market capitalization: \$39.85m

Annual dividend: 3.6 cents

Board of Directors:

Simon Cato – *Chairman*
Kim Chong – *Managing Director*
Alan – *Non-executive*
Winduss – *Director/
Company
Secretary*
Alvin Tan – *Non-executive
Director*

About ASW:

Advanced Share Registry Limited provides registry services to listed and unlisted clients on a 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. The Company has a track record of profits and pays a 6 monthly franked dividend. In April 2010, the company opened its Sydney office and will continue to look towards national expansion.

www.advancedshare.com.au

EMPLOYEE PERFORMANCE RIGHTS AND SHARE PLAN

The Company advises that it has implemented an Employee Rights and Share Plan ("The Plan") commencing in financial period ending 30 June 2011.

This is being facilitated to reward employees for effort and loyalty as well as assist in attracting suitably qualified personnel to join our team.

It is envisaged that approximately 100,000 rights will be issued as the first tranche of this plan.

Under the Plan, eligible employees will be offered Performance Rights which contain performance and other conditions that must be met by employees to qualify for the possible issue of shares. On the vesting of those Performance Rights, employees may apply to convert those rights to the shares of the Company. The Performance Rights are personal to the employee, are not able to be transferred, and do not confer any right or entitlement in relation to the dividends or other entitlements that would normally be conferred on shareholders.

Alan Winduss
Company Secretary