



Enriching lives since 1895
Asset Manager
Land Syndicator
Fund Manager
www.peet.com.au

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13 July 2006

Australian Stock Exchange Limited
Exchange Centre
Level 4
20 Bridge Street
SYDNEY NSW 2000

Dear Sir/Madam

**CHANGE OF COMPANY NAME & LOGO
COPY OF DIRECT MAIL PIECE**

Further to the recent General Meeting of shareholders approving a change in name of the Company from Peet & Company Limited to **Peet Limited**, please find attached a PDF version of the direct mail piece distributed to various stakeholders.

Yours faithfully
PEET LIMITED

**DOM SCAFETTA
COMPANY SECRETARY**

Enc

The emergence
of a new
era in property.

Purpose

Peet has the people, the energy and the discipline to see its vision through.
That vision is to give all Australians the opportunity to build prosperity
through property.

Prosper

Peet is proud to have helped enrich the lives of many Australians through our award-winning communities, our highly successful land syndicates, our managed funds and of course through investment in Peet itself.

Property

Over an illustrious 110-year history, Peet has been responsible for developing award-winning, vibrant communities. Your grandparents may have dealt with Peet and with the new ways we're developing the company, we wouldn't be surprised if your grandchildren deal with us one day too.

People

We are a people business. We don't just build estates, we create communities. We're in business to accumulate long term wealth for our clients. To achieve our goals, we employ the most experienced and skilled property experts in Australia.

Performance

Peet has the third largest landbank among ASX listed companies, with an end value in excess of \$4.2 billion. As the first and largest land syndicator in Australia, Peet has consistently delivered high returns to its investors and shareholders.

Principles

At Peet, we approach the management of our investors' funds with integrity and vision. Integrity in our ethical approach to business. Vision in our pursuit of growth and prosperity for our stakeholders.

Position

Creating quality communities and offering high return investment opportunities remains a core focus for Peet. However, we continue to grow our business by leveraging into related property areas. By applying our extensive property experience and pursuing opportunities across Australia, we are uniquely positioned for market resilience and growth.

Introducing the new look Peet.

Peet is entering a new era. The company is commencing development of apartments, group housing, retirement villages and commercial and industrial properties. To reflect our new approach, we have developed a distinctive new look and have changed the company name from 'Peet & Co' to the more contemporary 'Peet Limited'.

As we move into this exciting phase, we thank you for your continued support and for sharing in our vision.

PEET

Enriching lives since 1895.

For further information on our future direction and on how Peet can continue to enrich your life, please visit www.peet.com.au or call us:

Perth office (08) 9420 1111

Melbourne office (03) 9868 5900

Brisbane office (07) 3137 2040

*If you would prefer not to receive promotional information from Peet including special offers and customer magazines, please advise us by writing to: The Privacy Officer, Level 7, 200 St Georges Terrace, Perth WA 6000 or perth@peet.com.au