



PRESS RELEASE

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TASMANIAN WOOLGROWERS CALLED TO ACTION

William Lempriere has called upon Tasmanian wool growers to commit their wool to the Roberts Wool Link (RWL) programme, Tasmania's wool marketing initiative, at last week's Taking Tasmania to the World, a celebration of the 2nd year of RWL, held at Moorilla winery in Berriedale, Tasmania.

RWL is a collaboration between Roberts Ltd and The Merino Company (TMC) and acts to achieve stable and sustainable returns for participating RWL growers by building long term relationships with customers (retailers, apparel and textile brands) around the globe who sell innovative wool based products to the final consumer.

"We have made a huge investment in building up the Tasmanian brand and it is now up to more growers to get on board. We have secured numerous retail contracts for a lot more wool and to continue servicing this demand, we need more.

Tasmanian wool growers have a unique position and to exploit this opportunity, RWL needs even more commitment. More wool in the RWL pool will ensure greater control and the ability to deliver the long term stable and sustainable returns the programme delivers+remarked William.

Will Bignell, a participant in the RWL programme and member of the RWL Growers Reference Group, also stressed the opportunities available to Tasmanian wool growers should they commit more of their clip to the programme.

In addition to the stable and sustainable returns delivered, another advantage from being involved in RWL is the feedback on my clip and a better understanding of where my wool goes. RWL has achieved wonderful outcomes for Tasmanian growers to date and with even more commitment, the opportunities are endless. The more growers involved in RWL, the greater our success will be – said Will Bignell.

Attended by 200 Tasmanian wool growers, 'Taking Tasmania to the World' launched year 3 of RWL and showcased what RWL is doing for Tasmanian wool and offered growers an insight from CEO Mark Mackinnon into TMC's expanding global sales, marketing and manufacturing capabilities.

There were also reports and market updates from TMC's sales teams in Europe, Japan and North America; an insight into the current exciting growth in demand for wool from Stacey McWilliams of Metalicus (www.metalicus.com), one of Australia's leading fashion brands, and Kelly Gray of St. John (www.sjk.com), one of the premier names in American fashion.

For further information on the RWL programme contact

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