

QUICE®**Quice Food Industries Ltd.****Date: March 09,2010**

The General Manager
Karachi Stock Exchange (G) Ltd.
Stock Exchange Building
Stock Exchange Road,
Karachi.

Dear Sir,

Sub: Appointment of Share Registrar

We are Pleased to inform you that we have appointed M/s. Technology Trade (Pvt.) Ltd. as the Share Registrar for Quice Food Industries Limited with effect from March 10,2010.

The address, contact numbers & timings M/s. Technology Trade (Pvt.) are given Below;

Technology Trade (Pvt.) Ltd.**Dagia House,****241-C, Block-2,****P.E.C.H.S., Off: Shahrah-e-Quaideen, Karachi.****Tel: (92-21) 4391316-7,19 & 4387960-1****Fax: (92-21) 4391318****For open End Mutual Funds: (92-21) 4313207****Public dealing Timings: 9:30 a.m to 12:30 P.m****3:30 P.m to 4:30 P.m****(from Monday to Thursday)****Friday: (9:30 am to 12 :30 Pm)**

You are requested to kindly circulate the notice in your daily notice of the Stock Exchange for information of members and general Public.

Thanking you,

Yours truly,

For QUICE FOOD INDUSTRIES LIMITED**IQBAL SHAHID****(Company Secretary)**