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October 29, 2010

The Managing Director
Karachi Stock Exchange (Guarantee) Limited, Karachi
By Fax: 111 573 329

The Managing Director
Lahore Stock Exchange (Guarantee) Limited, Lahore
By Fax: 042-111 441 441

The Managing Director
Islamabad Stock Exchange (Guarantee) Limited, Islamabad
By Fax: 051-111 473 329

Financial Results for the First Quarter Ended September 30, 2010

Dear Sir,

We have to inform you that the Board of Directors of the Company in their meeting held on Friday, October 29, 2010 at 3:00 p.m. at House of Habib Building, 2nd Floor, 3 Jinnah Cooperative Housing Society, Main Shahrah-e-Faisal, Karachi have not recommended any interim dividend, Bonus shares and any other entitlement for first quarter ended September 30, 2010.

The financial results of the Company are as follows:

	July to September	
	2010	2009
	--------(Rupees in '000)--------	
Turnover - net	988,698	918,837
Cost of sales	(748,754)	(670,619)
Gross profit	239,944	248,218
Distribution costs	(155,348)	(120,759)
Administrative expenses	(20,639)	(14,533)
	(175,987)	(135,292)
Other operating income	1,135	1,018
Operating Profit	65,092	113,944
Finance costs	(135,511)	(122,854)
Loss before taxation	(70,419)	(8,910)
Taxation	9,967	(1,589)
Loss after taxation	(60,452)	(10,499)
	Rupee	Rupee
Basic and diluted loss per share	(0.84)	(0.15)

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Superbrands