

Media Release

16th September 2011

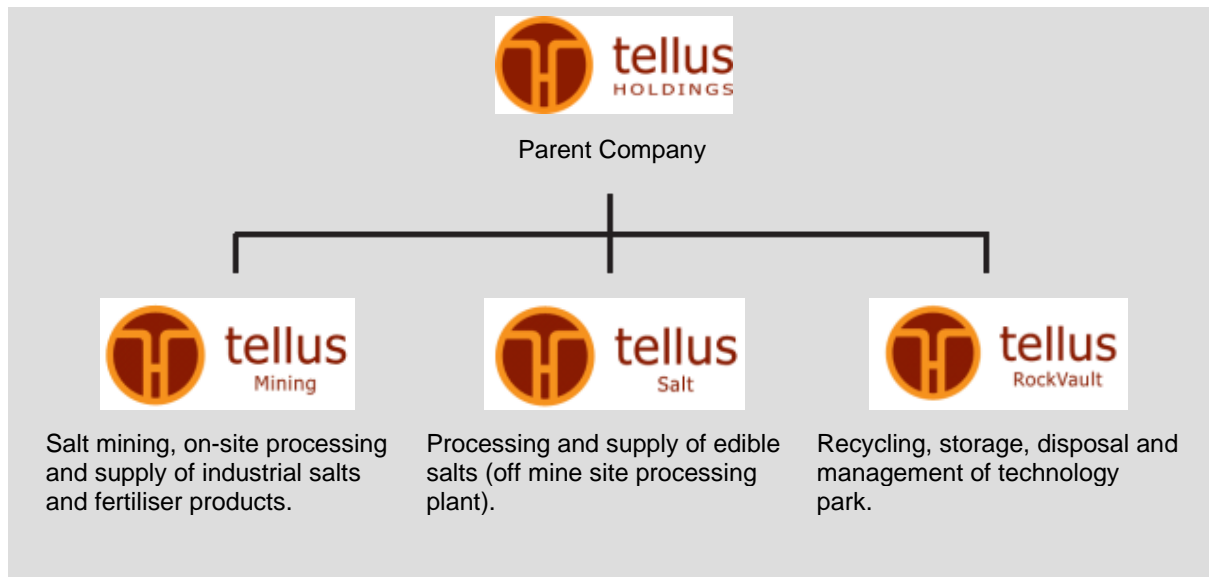
APPROVED FOR RELEASE

Tellus Unveils New Subsidiary Branding Identity

Key points:

- Tellus is pleased to announce that three of its 100% owned subsidiaries are adopting the Tellus brand by changing their names and logos.
- The new operating company names are Tellus Mining, Tellus Salt and Tellus RockVault.
- The rebranding is due to the board approved strategy of building upon the strong Tellus Holdings brand equity earned over the last two years.
- Rebranding is also due to the natural progression of a brand as a company develops operational entities in response to it progresses from concept, into pre-operation and operation stages.

Tellus Holdings (parent) and its newly named subsidiaries, logos and roles are illustrated below:



Commenting on the rebranding, Tellus MD, Duncan van der Merwe, said; *"Tellus Holdings is pleased on how its parent company's brand equity has grown."*

This is a strategic move for us as we look towards building upon a strong and common brand while gearing up for the operating stage with each subsidiary's proposed product and service offering. As part of this rebranding initiative, a new and improved website combining the corporate and operating subsidiary companies will be developed, featuring more information on the products and services. Rebranding each of our companies under the Tellus name sends a clear message to the marketplace of our commitment to the highest level of product and service quality and technical and financial support as a standard across the group."

About Tellus Holdings

Tellus Holdings Pty Ltd ("Tellus") is an Australian-owned mining company adding value to underground rock salt. Tellus is the parent of a group of companies involved in the mining, processing and sale of industrial and edible salts, fertilisers and minerals. Potential complementary businesses include storage in voids created by mining, warehouse storage and using the salt for renewable energy (solar/salt battery).

For further information contact:

Visit: www.tellusholdings.com.au or contact Duncan van der Merwe, Managing Director Tel: +61 2 9241 7678.

[End]