



17 March 2011

The Manager  
Company Announcements Office  
Australian Securities Exchange

Dear Sir,

**DIVIDEND INVESTMENT PLAN ALLOCATION PRICE FOR 2011 INTERIM DIVIDEND**

Wesfarmers Limited today announced that the allocation price for shares to be issued through the Dividend Investment Plan for the interim dividend to be paid in respect of the period ended 31 December 2010 is \$32.1570.

The allocation price for shares has been determined in accordance with the rules of the Dividend Investment Plan, which for the 2011 interim dividend is calculated as the average of the daily volume weighted average price of Wesfarmers Limited shares on each of the 10 consecutive trading days during the period from 3 March 2011 to 16 March 2011 inclusive, excluding trades which are not considered to reflect normal supply and demand.

Shares are expected to be issued to participants in the Dividend Investment Plan on 31 March 2011.

Yours faithfully,

A handwritten signature in black ink, appearing to be "L J Kenyon".

L J KENYON  
COMPANY SECRETARY