



15 September 2010

The Manager  
Company Announcements Office  
Australian Securities Exchange

Dear Sir,

**DIVIDEND INVESTMENT PLAN ALLOCATION PRICE FOR 2010 FINAL DIVIDEND**

Wesfarmers Limited today announced that the allocation price for shares to be issued through the Dividend Investment Plan for the final dividend to be paid in respect of the period ended 30 June 2010 is \$33.5482.

The allocation price for shares has been determined in accordance with the rules of the Dividend Investment Plan, which for the 2010 final dividend is calculated as the average of the daily volume weighted average price on each of the 10 consecutive trading days during the period from 1 September 2010 to 14 September 2010 inclusive, excluding trades which are not considered to reflect normal supply and demand.

Based on audited data, shareholders representing 14.62 per cent of Wesfarmers Limited shares on issue had a valid election to participate in the Dividend Investment Plan for the period.

Shares are expected to be issued to participants in the Dividend Investment Plan on 30 September 2010.

Yours faithfully,

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

L J KENYON  
COMPANY SECRETARY