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Company Announcements Office
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Dear Sir

ASX Announcement No. 102 – Carbon Conscious and Wesfarmers Insurance Sign Offset Deal

Wesfarmers Insurance has contracted leading carbon forest sink developer Carbon Conscious Ltd to offset the company's 2010 corporate emissions.

The deal involves Carbon Conscious planting 26,000 Mallee eucalypt trees on marginal Western Australian farm land to assist with rural environmental issues of salinity and soil erosion. In addition, Carbon Conscious has retired Voluntary Carbon Standard (VCS) units from beneficial regional renewable energy projects on behalf of Wesfarmers Insurance.

"We are pleased to be a part of a program where Carbon Conscious was planting trees in many of the regional areas where our business operates. Additionally by retiring VCU's, we have also ensured that we will be National Carbon Offset Standard (NCOS) compliant and this is important to our efforts around sustainability," said Georgie Morell, General Manager Corporate Affairs, Wesfarmers Insurance.

"We welcome Wesfarmers Insurance and congratulate them on their ongoing commitment to the environment especially related to carbon dioxide emissions and regional issues of salinity and soil erosion," said Peter Balsarini, CEO, Carbon Conscious.

The Wesfarmers Insurance deal follows major deals announced in 2009 with Origin Energy and BP Singapore worth \$189 million and \$2.5 million respectively.

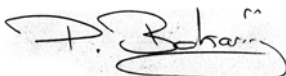
Trees will be established in a permanent manner, will store carbon over a 30-year period and will be maintained by Carbon Conscious Ltd through their Carbon Capture Program™. The trees are native to Australia and will help reduce salinity and wind erosion on farms whilst contributing to the fight against climate change.

For further information please contact:

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Yours faithfully



Peter Balsarini
CEO & Executive Director
Carbon Conscious