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Company Announcements Platform
Australian Stock Exchange
10th Floor, 20 Bond Street
Sydney, NSW, 2000

Guildford Coal Sponsorship of North Queensland Toyota Cowboys

On 9 December 2011, Guildford Coal Limited (Guildford Coal) signed as a sponsorship partner agreement with the North Queensland Cowboys for season 2012.

The signing ceremony was held at the Port of Townsville yesterday and was attended by Guildford Coal Non-Executive Chairman Mr Craig Ransley, Guildford Coal GM Stakeholder Relations Mr Tony Mooney and North Queensland Cowboys CEO Peter Jourdain.

Please see attached North Queensland Cowboys media release for more information.

For an on behalf of Guildford Coal Limited

A handwritten signature in black ink, appearing to be 'Mick Avery', written in a cursive style.

Mr Mick Avery
Managing Director
02 4914 5910



9 December, 2011

GUILDFORD COAL JOINS AS NEWEST MAJOR SPONSOR

Emerging Queensland mining company Guildford Coal has become a major financial contributor to the North Queensland Toyota Cowboys after signing on as a partner with the NRL club for season 2012.

The partnership, which also has two one-year options, includes sponsorship of the Cowboys' coaching staff and membership programs, as well as naming rights sponsorship of the highly successful annual Laurie Spina Shield junior rugby league carnival and the Cowboys' annual Members Carnival and Members Match.

The announcement was made at the Port of Townsville today by Guildford Coal Non-Executive Chairman Craig Ransley, Guildford Coal GM Stakeholder Relations Tony Mooney and Toyota Cowboys CEO Peter Jourdain.

Cowboys head coach Neil Henry, who will be one of the coaching staff to wear the Guildford logo on their apparel, and NRL squad member Tariq Sims, who is the Cowboys' official membership ambassador, also took part in the signing ceremony.

Guildford Coal's priority projects include two in the Cowboys' footprint - the Hughenden Project in the Galilee/Eromanga Basins and the Sierra Project in the Bowen Basin – as well as the Kolan Project in the Maryborough Basin.

The company has other projects underway in the Surat/Bowen Basin and the Nagoorin Graben and Mulgildie Basin, as well as in the Asian nation of Mongolia.

Mr Ransley said linking with the Cowboys was an obvious fit for Guildford Coal given the company's developing profile in North Queensland.

"We're proud to be supporting the Cowboys and look forward to the mutual benefits this partnership will provide," Mr Ransley said.

"The Cowboys had a great season in 2011 and we're thrilled we will part of the 2012 campaign and hopefully in the seasons to come.

"We have some exciting projects underway throughout Queensland, especially in the north, and we are keen to be part of those communities where our business will be focused."

Mr Jourdain said he was delighted Guildford Coal would join the Cowboys' family of sponsors at such a high level.

"This is a very exciting and important day for our club," he said.

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“Guildford is going to play a huge role in the economy of this region and it’s great that they are getting behind the Cowboys in such a significant way.

“Their support will allow us to grow our membership program and ensures the Laurie Spina Shield, which had almost 60 teams taking part this year, continues to expand and offer a great couple of days of football for our youngsters.

“I’m sure our coaching staff will also appreciate their financial support which will help us to put the best possible Cowboys team on the field each week in the NRL.”

It will be the first time the club’s membership program has had a naming rights sponsor.

With Sims leading the way, the Cowboys hope to have 10,000 members on their books for the 2012 season.

Guildford’s support will help the club develop its membership programs to provide even more value for those Cowboys fans who sign up as members.

One of the most significant benefits is that North Queensland members will be given first-hand information on employment opportunities that will arise through Guildford’s expansion into the Galilee Basin over the coming years

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