

ASX RELEASE.

BELL FINANCIAL GROUP

22 February 2011

Financial results for the year ended 31 December 2010

In accordance with the Listing Rules, Bell Financial Group Ltd will be lodging materials in relation to its results for the year ended 31 December 2010 as follows:

- Part one: Appendix 4E for the year ended 31 December 2010
- Part two: Media release
- Part three: Annual Report (including Financial Report, Directors' Report, Independent Audit Report and Auditor's independence declaration).

Please also be advised that Bell Financial Group Ltd will hold its 2011 Annual General Meeting at 11.30am on Wednesday 20 April 2011 at KPMG, Level 15, 10 Shelley Street, Sydney, New South Wales.



Paul Vine
Company Secretary