

Barmingo Finance Pty Limited announces price in Cash Tender Offer for its 9.00% Senior Notes due 2018

New York, New York, December 15, 2014 - Barmingo Finance Pty Limited, an Australian company (the "Company"), announced today that it has determined the price of its previously announced cash tender offer (the "Offer") for its outstanding 9.00% Senior Notes due 2018 (CUSIP numbers 067687AA1, Q13095AA4, and 067687AB9) ("Notes").

The tender offer consideration to be paid for Notes purchased in the Offer will be \$895 per \$1,000 principal amount of Notes (the "Tender Offer Consideration"). The Company will also pay a premium of \$30 per \$1,000 principal amount of Notes (the "Early Tender Payment") in respect of Notes purchased pursuant to the Offer that were validly tendered and not validly withdrawn prior to midnight, New York City time, on December 12, 2014 (the "Early Tender Time"). The Tender Offer Consideration was determined based on Notes tendered prior to the Early Tender Time. As of the Early Tender Time, \$36.9 million aggregate principal amount of Notes had been validly tendered and not validly withdrawn, with all of such Notes having been validly tendered at a price equal to or less than the Tender Offer Consideration.

The Offer will expire at midnight, New York City time, on Monday, December 29, 2014, unless extended or earlier terminated (the "Expiration Time").

The complete terms and conditions of the Offer are set forth in the Offer to Purchase dated December 1, 2014 (the "Offer to Purchase"), and the related Letter of Transmittal. Holders are urged to read the Offer documents carefully before taking any action with respect to the Offer.

This press release is neither an offer to purchase nor a solicitation to buy any Notes, nor is it a solicitation for acceptance of the Offer. The Company is making the Offer only by, and pursuant to the terms of, the Offer to Purchase and the related Letter of Transmittal. The Offer is not being made in any jurisdiction in which the making or acceptance thereof would not be in compliance with the securities, blue sky or other laws of such jurisdiction. None of the Company or its affiliates, the Dealer Manager, the Tender Agent or the Information Agent is making any recommendation as to whether or not holders should tender their Notes in connection with the Offer.

J.P. Morgan Securities LLC is acting as Dealer Manager for the Offer. Persons with questions regarding the Offer should contact J.P. Morgan Securities LLC at +1-866-834-4666 (U.S. toll-free) and +1-212-834-4811 (collect). Requests for documents may be directed to D. F. King & Co., Inc., the Information Agent and Tender Agent for the Offer, at +1-212-269-5550 (collect) or +1-866-796-3419 (U.S. toll-free).

Forward-Looking Statements

Certain statements contained within this press release constitute statements that express our opinions, expectations, beliefs, plans, objectives, assumptions or projections regarding future events or future results and therefore are, or may be deemed to be, "forward-looking statements." These forward-looking statements can generally be identified by the use of forward-looking terminology, including the terms "believes," "estimates," "anticipates," "expects," "estimates," "seeks," "projects," "intends," "plans," "may," "will" or "should" or, in each case, their negative or other variations or comparable terminology. These forward-looking statements include all matters that are not historical facts and include statements regarding our intentions, beliefs or current expectations concerning, among other things, our results of operations, financial condition, liquidity, prospects, growth, strategies and the industry in which we operate. By their nature, forward-looking statements involve risks and uncertainties because they relate to events and depend on circumstances that may or may not occur in the future. Although we base these forward-looking statements on assumptions that we believe are reasonable when made, we caution you that forward-looking statements are not guarantees of future performance and that our actual results of operations, financial condition and liquidity, and the development of the industry in which we operate may differ materially from those made in or suggested by forward-looking statements. In addition, even if our results of operations, financial condition and liquidity, and the development of the industry in which we operate are consistent with these forward-looking statements, those results or developments may not be indicative of results or developments in subsequent periods.