The Store for Malaysia

7 March 2010

Dear Shareholder,

RE: eDividend (Electronic Dividend) service

We wish to inform you that all listed issuers who make announcement for a books closing date for cash dividend entitlements **on or after 1 September 2010** are required to pay cash dividend via eDividend to shareholders who have provided their bank account information to Bursa Malaysia Depository Sdn Bhd ("Bursa Depository").

The eDividend refers to the payment of cash dividends by a listed issuer directly into the shareholders' bank accounts.

1. Benefits of eDividend

When you register for eDividend you will enjoy the following benefits:

1.1 Faster access to your cash dividends:

1.2 Eliminates the inconvenience of having to deposit the dividend cheques and problems such as misplaced, lost or expired cheques, and unauthorised deposit of dividend cheques.

1.3 the convenience of a one-off registration for entitlement to eDividend from all listed issuers; and

1.4 the option to consolidate the dividends from all your Central Depository System ("**CDS**") accounts into one bank account for better account management.

2. When to register for eDividend

Registration for eDividend has commenced on **19 April 2010** for a period of 1 year until **18 April 2011**, at no cost to the shareholders. If you register after 18 April 2011, an administrative charge will be imposed when you provide your bank account information to your stock broker.

3. How to register for eDividend

You are required to provide to Bursa Depository through your stock broker:

3.1 Your bank account number;

3.2 A completed prescribed form.
This form can be obtained from your stock broker's office where your CDS account is maintained, or downloaded from Bursa Malaysia's website at http://www.bursamalaysia.com.

Documents needed to be submitted together with the duly completed prescribed form for registration:-

3.2.1 For Individual depositor:
- Copy of identification documents i.e. NRIC, Passport, Authority Card or other acceptable identification documents. Original documents must be produced for your stock broker's verification;

3.2.2 For Corporate depositor:
- Certified true copy of the Certificate of Incorporation/Certificate of Registration; and

3.3 Copy of your bank statement/bank savings book/details of your bank account obtained from your bank's website that has been certified by your bank/copy of letter from your bank confirming your bank account particulars.

For individuals :
- original documents must be produced for your stock broker's verification.

For corporate entities :
- a certified true copy is to be submitted.

THE STORE CORPORATION BERHAD (252670-K)
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3.4 If the CDS account is held in the name of a nominee, the nominee will register for the eDividend.

3.5 If you are not able to be present at your stock broker's office to submit the prescribed form and supporting documents, please ensure that the signing of the prescribed form and the supporting documents have been witnessed by an acceptable witness specified by Bursa Depository.

[An acceptable witness includes an Authorised Officer of your stock broker, a Dealer's Representative, a notary public and an Authorised Officer of the Malaysian Embassy/High Commission.]

4. Additional information for shareholders

4.1 Your savings or current account must be an active bank account, maintained with a local bank under your name or in the case of a joint account, has your name as one of the account holders. It must also be a bank account with a financial institution that is a member of the Malaysian Electronic Payment System Inter-Bank GIRO (IBG).

4.2 Once you have registered for eDividend, any cash dividend entitlement of which the books closure date announced by the Company is on or after 1 September 2010, shall be paid to you via eDividend.

4.3 If you fail to register the eDividend after the books closure date is announced by the Company, arrangements will be made by the Company to pay dividends using an existing manner as authorised under the Company's Articles of Association.

We look forward to a successful implementation of eDividend through your active participation, and to serving you better as our valued shareholders. If you have any queries relating to eDividend, please do not hesitate to contact our share registrars:

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Tel: 603-21615466
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Thank you.

Yours faithfully,

Dato' Sri Md Kamal Bin Bilal
Chairman