

# Appendix 3Y

## Change of Director's Interest Notice

*Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.*

Introduced 30/9/2001.

<b>Name of entity</b>	<b>BELL FINANCIAL GROUP LTD ("BFG")</b>
<b>ABN</b>	<b>59 083 194 763</b>

We (the entity) give ASX the following information under listing rule 3.19A.2 and as agent for the director for the purposes of section 205G of the Corporations Act.

<b>Name of Director</b>	GRAHAM CUBBIN
<b>Date of last notice</b>	18 DECEMBER 2007

### Part 1 - Change of director's relevant interests in securities

*In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust*

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

<b>Direct or indirect interest</b>	Indirect
<b>Nature of indirect interest (including registered holder)</b> Note: Provide details of the circumstances giving rise to the relevant interest.	Held by J Cubbin (spouse)
<b>Date of change</b>	(1) 26 August 2009 (2) 27 August 2009
<b>No. of securities held prior to change</b>	<u>Direct:</u>  130,000 Ordinary shares in - BFG 50,000 Options to acquire - Ordinary shares in BFG  <u>Indirect:</u> nil
<b>Class</b>	Ordinary
<b>Number acquired</b>	(1) 31,811 (2) 18,189
<b>Number disposed</b>	Nil
<b>Value/Consideration</b> Note: If consideration is non-cash, provide details and estimated valuation	(1) \$0.88 per share (2) \$0.90 per share

+ See chapter 19 for defined terms.

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<b>No. of securities held after change</b>	<u>Direct:</u>  130,000 Ordinary shares in - BFG 50,000 Options to acquire - Ordinary shares in BFG  <u>Indirect:</u> 50,000 Ordinary shares in – BFG
<b>Nature of change</b> Example: on-market trade, off-market trade, exercise of options, issue of securities under dividend reinvestment plan, participation in buy-back	On-market trades

**Part 2 – Change of director's interests in contracts**

Note: In the case of a company, interests which come within paragraph (ii) of the definition of “notifiable interest of a director” should be disclosed in this part.

<b>Detail of contract</b>	
<b>Nature of interest</b>	
<b>Name of registered holder (if issued securities)</b>	
<b>Date of change</b>	
<b>No. and class of securities to which interest related prior to change</b> Note: Details are only required for a contract in relation to which the interest has changed	
<b>Interest acquired</b>	
<b>Interest disposed</b>	
<b>Value/Consideration</b> Note: If consideration is non-cash, provide details and an estimated valuation	
<b>Interest after change</b>	

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