

# Appendix 3X

## Initial 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>	World Wide Entertainment Group Limited ( <b>Company</b> )
<b>ABN</b>	49 007 686 955

We (the entity) give ASX the following information under listing rule 3.19A.1 and as agent for the director for the purposes of section 205G of the Corporations Act.

<b>Name of Director</b>	John Edwin Bertrand ( <b>Bertrand</b> )
<b>Date of appointment</b>	13 January 2009

### **Part 1 - Director's relevant interests in securities of which the director is the registered holder**

*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>Number &amp; class of securities</b>
Nil

### **Part 2 – Director's relevant interests in securities of which the director is not the registered holder**

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

<b>Name of holder &amp; nature of interest</b>	<b>Number &amp; class of Securities</b>
<small>Note: Provide details of the circumstances giving rise to the relevant interest.</small>	
Bertrand holds >20% voting power in Bywater Street Investments Pty Ltd ( <b>Bywater</b> )	5,319,870 ordinary shares held by Bywater
Bertrand holds >20% voting power in Bywater. Bywater has >20% voting power in the Company, and Bertrand is a director of the Company. Shares in the Company issued to Bywater Street Investments Pty Ltd, Robert William McIntyre Farrow, Nicholas William Farrow and Barbizon are subject to voluntary escrow pursuant to a restriction agreement with the Company. The restriction agreement contains restrictions on the disposal of shares.	5,319,870 ordinary shares held by Bywater
	3,103,670 ordinary shares held by Robert William McIntyre Farrow
	2,217,317 ordinary shares held by Nicholas William Farrow
	1,557,332 ordinary shares held by Barbizon Investments Pty Ltd

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**Part 3 – 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.

<p><b>Detail of contract</b></p>	<p>Share sale agreement dated 17 November 2008 between Bywater, Bertrand, Robert William McIntyre Farrow, Nicholas William Farrow, Carolyn Anne Farrow, Barbizon Investments Pty Ltd, Jonathan James Hutchings and the Company.</p> <p>Bertrand is a director of, and holds &gt;20% voting power in, Bywater.</p>
<p><b>Nature of interest</b></p>	<p>Under the contract, Bywater sold its shares in World Wide Entertainment Production and Sales Pty Ltd to the Company. Part of the consideration payable to Bywater was satisfied by the issue of 5,319,870 ordinary shares in the Company.</p> <p>Under the contract, Bywater will also be entitled to earn out consideration for the sale of its shares in World Wide Entertainment Production and Sales Pty Ltd, provided the Company meets stipulated performance targets during the 2010 and 2011 financial years. The maximum earn out consideration available is \$3.05 million, of which the maximum earn out consideration available to Bywater is \$1,330,105.</p> <p>Any part of the earn out consideration may be satisfied, at the Company's discretion, in cash or by issuing shares in the Company. If shares are issued, the issue price for each share is to be determined in accordance with the formula in the contract and will be no less than \$0.3976.</p>
<p><b>Name of registered holder (if issued securities)</b></p>	<p>Assuming earn out consideration is payable to Bywater and satisfied by the issue of shares in the Company, the shares will be issued to Bywater.</p>
<p><b>No. and class of securities to which interest relates</b></p>	<p>Assuming the maximum earn out consideration is payable by the Company and satisfied by the issue of shares in the Company at a price of \$0.40 each, 3,325,263 shares will be issued to Bywater.</p>