



27 June 2012

ASX ANNOUNCEMENT

**BEYOND INTERNATIONAL LIMITED ANNOUNCES
2012 FINANCIAL YEAR PROFIT UPGRADE**

Beyond International Limited (ASX:BYI) is pleased to advise that it anticipates after tax profit will be in the range of \$8 to \$8.5 million for the financial year ended 30th June 2012, an increase of 50% to 60% over the 2011 financial year.

In February 2012, following the release of the financial statements for the six months to 31 December 2011, the Company advised the ASX that subject to no further material negative currency fluctuations or deterioration in the broadcast or retail markets it expected full year profits to increase between 10% and 15% compared to the prior financial year.

The higher than anticipated full year profit increase is mainly attributable to a large sale of a completed television series produced and owned by the Company in June 2012.

END

For further information, please contact:

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