

MARKET RELEASE

31 JANUARY 2007

SNOWBALL GROUP LIMITED

ABN 81 006 490 259

ASX: SNO

**SNOWBALL ON TRACK FOR HALF YEARLY RESULTS AND
ACQUISITION OF WESTERN PACIFIC FINANCIAL GROUP**

The Transaction

The Directors of Snowball Group Limited (Snowball) are pleased to confirm that the acquisition of Western Pacific Financial Group Pty Ltd (WPFG), which was recently approved by shareholders will complete on or about 8 February 2007 and will have an effective date of 1 January 2007.

As previously indicated in the Explanatory Memorandum dated 22 November 2006, the anticipated doubling of Snowball's inflows and funds under advice provides an opportunity to revisit the pricing of services provided to the Merged Entity. Snowball is currently in discussion with suppliers regarding pricing of services to the combined entity to ensure maximum benefit from the Transaction is delivered to shareholders.

Reporting of Financial Results

Snowball is also pleased to advise that both Snowball and WPFG are on track overall to meet half-year operational expectations. Snowball's half yearly results are presently under audit review, in the normal course, and will be released upon completion.

Also, as previously indicated in the Explanatory Memorandum dated 22 November 2006, under the applicable accounting standards Snowball's reported earnings for the financial year ending 30 June 2007 will reflect WPFG's earnings for the full financial year ended 30 June 2007 and Snowball's earnings for the period from 1 January 2007 to 30 June 2007 less any amortisation and impairment charges relating to intangible assets that arose as a result of the business combination. Snowball is currently liaising with its auditors, PricewaterhouseCoopers, regarding the analysis of identifiable intangible assets and the amortisation charges which will apply following completion of the Transaction.

For further information please contact:

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