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16th December, 2004.

The Manager,
Company Announcements
Australian Stock Exchange Limited
Exchange Centre
20 Bridge Street
Sydney NSW 2000

Dear Sir,

Re: Introduction of DIRP & SPP

The Board of Directors of Brickworks Investment Company Limited is please to advise that the Company will be introducing a dividend reinvestment plan ("DIRP") and a share purchase plan ("SPP") in the New Year.

Both plans offer shareholders the opportunity to acquire further ordinary shares in Brickworks Investment Company Limited at a discount to the market price and without paying any brokerage or other charges.

The discount for calendar 2005 is 3.0%.

Early in the New Year, the company will dispatch to shareholders a copy of the dividend reinvestment plan along with an election form.

Commencement of both plans is expected to coincide with the expected announcement of the half-yearly dividend in February 2005.

Yours faithfully

A handwritten signature in black ink, appearing to be "John de Gouveia". The signature is fluid and cursive, with a large initial "J" and a long, sweeping tail.

John de Gouveia
Company Secretary