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15th March, 2005.

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

Dear Sir,

Re: Implementation - Share Purchase Plan

The Board of Directors of Brickworks Investment Company Limited is please to announce the implementation of a Share Purchase Plan ("SPP").

The plan offers shareholders the opportunity to acquire further ordinary shares in Brickworks Investment Company Limited at a discount to the market price, without paying any brokerage or other charges.

The new shares offered under the SPP will be issued at a discount of 3.0% to the Volume Weighted Average Price (VWAP) over the 5 business days prior to the Record Date.

The **Record Date** for the SPP is **Thursday 24th March 2005**.

Shareholders on the BKI register as at 24th March will be entitled to participate in the SPP. The company expects to dispatch to shareholders a SPP offer document along with a Share Purchase Plan Application Form on 31st March 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 'G'.

John de Gouveia
Company Secretary