

GENESIS

21 July 2009

Dear Shareholder,

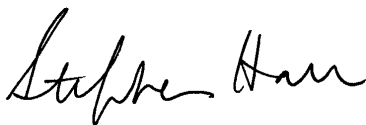
The enclosed documents provide details of our recently announced share purchase plan (SPP) which has been established in accordance with rules of the New Zealand and Australian Stock Exchanges and related legislation.

The SPP allows each shareholder with a registered address in New Zealand or Australia to subscribe up to NZ\$5,000 for new shares which will be issued at the price of NZ\$0.06 each. This offer is attractively priced at 33.5% below the weighted average price on NZX over the last five days.

Genesis needs to raise funds for ongoing operations and to realise some of the assets it holds. I hope that you will seriously consider this opportunity to support the activities of Genesis.

If you require any information, please contact your financial advisor or Computershare at the address listed in the SPP documents.

Sincerely,



Stephen Hall
Chief Executive

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