

# PACIFIC B BRANDS

1 December 2014

Manager Company Announcements  
Australian Securities Exchange Limited  
Level 4  
20 Bridge Street  
SYDNEY NSW 2000

Market Information Services  
New Zealand Exchange Limited  
Level 2, NZX Centre  
11 Cable Street  
Wellington  
New Zealand

Dear Sir/Madam

## **Divestment of Brand Collective business completes**

Pacific Brands confirms that the agreements to divest the Brand Collective business to Anchorage Capital Partners, IBML and Designworks have been completed as expected.

Yours faithfully  
Pacific Brands Limited



John Grover  
Company Secretary