



12 June 2009

Graham Gates
Team Leader, Quotations
Information Services Operations
Australian Securities Exchange
Level 4, 20 Bridge Street
Sydney NSW 2000

Dear Mr Gates

Allotment of ordinary shares under the Retail Entitlement Offer

Pacific Brands Limited ("Pacific Brands") confirms that the allotment of 153,404,430 ordinary shares under the Retail Entitlement Offer will take place today, Friday, 12 June 2009.

Pacific Brands' current issued capital is 775,889,658 ordinary shares. Pacific Brands' total issued capital following quotation of these 153,404,430 ordinary shares under the Retail Entitlement Offer will be 929,294,088 ordinary shares.

Please find attached a schedule of Pacific Brands' 20 largest registered shareholders.

YOURS SINCERELY

Yours faithfully
Pacific Brands Limited

A handwritten signature in black ink, appearing to read "John Grover", written over a light grey rectangular background.

John Grover
Company Secretary



Pacific Brands' 20 largest registered shareholders

	Shareholder	Number of shares	% of total issued capital
1	JP Morgan Nominees Australia Limited	193,646,836	20.84
2	HSBC Custody Nominees	113,131,735	12.17
3	National Nominees Limited	108,815,343	11.71
4	Citicorp Nominees Pty Limited	57,018,929	6.14
5	ANZ Nominees Limited <Cash Income A/C>	30,874,371	3.32
6	Cogent Nominees Pty Limited	15,913,309	1.71
7	RBC Dexia Investor Services Australia Nominees Pty Limited <PIPOOLED A/C>	11,250,919	1.21
8	FJP Pty Ltd <Palazzo Family S/F A/C>	8,125,000	0.87
9	UBS Nominees Pty Ltd	7,955,708	0.86
10	HSBC Custody Nominees (Australia) Limited – A/C 2	6,222,897	0.67
11	Citigroup Nominees Pty Limited <CFS WSLE 452 Aust Share A/C>	6,011,236	0.65
12	Queensland Investment Corporation	5,952,116	0.64
13	RBC Dexia Investor Services Australia Nominees Pty Limited <BKCUST A/C>	5,212,124	0.56
14	Bond Street Custodians Limited <Macquarie Smaller Co's A/C>	4,858,635	0.52
15	Australian Reward Investment Alliance	4,464,002	0.48
16	RBC Dexia Investor Services Australia Nominees Pty Limited <PIIC A/C>	4,383,866	0.47
17	Citicorp Nominees Pty Limited <CFSIL CFS WS Small Comp A/C>	3,804,629	0.41
18	ANZ Nominees Limited <SL Cash Income A/C>	3,745,390	0.40
19	Vivnat (Curtin) Pty Ltd	3,582,000	0.39
20	Citicorp Nominees Pty Limited <CFS Future leaders Fund A/C>	3,500,000	0.38
	20 largest registered shareholders	598,469,045	64.40
	Total issued capital	929,294,088	100.00