

10 June 2009

Nora Scheinkestel appointed to the Board of Pacific Brands

The Chairman of Pacific Brands, James MacKenzie today announced the appointment of Dr Nora Scheinkestel as a non-executive director.

Dr Scheinkestel is an experienced company director having served as a non-executive chairman and director of companies in a wide range of industry sectors and in the public, government and private spheres. Current directorships include AMP Limited and two of its subsidiaries, AMP Bank Ltd and its funds, AMP Capital Investors, Orica Ltd and PaperlinX Ltd.

James Mackenzie welcomed the appointment saying “Nora brings broad and deep experience. We are delighted she has agreed to join our board. I have no doubt she will make an invaluable contribution to the company over the years ahead”.

Nora’s prior directorships include listed companies, Newcrest Mining Ltd, Mayne Pharma Ltd, Mayne Group Ltd and North Ltd, mutuals MBF Health Fund and IOOF Funds Management and various GBEs including Docklands Authority. Dr Scheinkestel has served as a director of a number of utilities across the gas, water and electricity sectors and chaired the Energy 21 and Stratus Gas group and South East Water Limited.

Dr Scheinkestel’s executive background is as a senior banking executive in international and project financing, responsible for the development and financing of major projects in Australasia and South East Asia. She is a published author of *Rethinking Project Finance – Allocating and Mitigating Risk in Australasian Projects*.

Dr Scheinkestel is an Associate Professor at the Melbourne Business School at Melbourne University. In 2003, she was awarded a centenary medal for services to Australian society in business leadership.

As announced, Mr Stephen Tierney, Pacific Brands’ CFO until April this year, has resigned from the board, effective 9 June 2009.

Investors

Lisa Pendlebury
Manager — Investor Relations
+61 3 9947 4926

Media

Matthew Horan
Cato Counsel
+61 2 9212 4666 / +61 (0)403 934 958