



ABN 62 007 157 182

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18th December, 2009

The Announcements Office

Australian Stock Exchange Limited
Level 45, South Tower Rialto
525 Collins Street
Melbourne VIC 3000

Dear Sir,

Re: Patties Foods Ltd (PFL) - Sales Management Restructure.

We have attached announcement concerning the restructure of the Sales Management of Patties Foods Ltd.

Yours sincerely,

Philip W Thomas
Company Secretary.

For Further information contact:
Greg Bourke (Managing Director) on 03 8540 9103





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SALES MANAGEMENT RESTRUCTURE

After a strategic review of Patties' sales structure and operations, the Sales management has been restructured to merge the In-Home and Out-of-Home sales operations under one reporting structure. The positions of GM Sales In-Home and GM Sales Out-of-Home have been made redundant with all sales combined under the one management structure.

I am pleased to announce the appointment of **MR TIM PETERS** to the position of Head of Sales, with Patties Foods, effective 18 January 2010.

Tim's most recent role was with Fonterra Australia in Western Australia in the position of General Manager Sales & Marketing WA. This position was preceded by three years in the role of National Sales Manager Australia with Fonterra, based in Melbourne.

Previous executive roles include Sales & Marketing Manager with Sancella and a successful thirteen year career with Unilever which included an international secondment to South Africa.

Tim brings to Patties a strong track record in FMCG sales and marketing leadership. In many of his roles Tim has been responsible for developing multi-channel sales strategies including retail, route and foodservice and he understands the importance of an integrated approach to sales and marketing. I look forward to Tim driving continued growth of Patties Foods brands in both In-Home and Out-of-Home channels.

A handwritten signature in blue ink, appearing to read "G Bourke", with a horizontal line underneath.

GREG BOURKE
Managing Director

18 December 2009