



311 – 313 Hay Street
SUBIACO WA 6008
P: + 61 8 9381 5819
F: + 61 8 9388 3701
ABN: 45 098 448 269

27 November 2009

The Manager
Company Announcements Office
Australian Securities Exchange
Exchange Plaza
2 The Esplanade
PERTH WA 6000

Dear Shareholders

PAN ASIA CORPORATION LIMITED (NEW ASX CODE “PZC”)

The Company previously trading as Sam’s Seafood Holdings Limited (ASX code SSS) wishes to advise that following shareholder approval at the Annual General Meeting on 25 November 2009, the Company’s name has now been changed to Pan Asia Corporation Limited. It is our understanding that as of Monday, 30 November 2009, the Australian Securities Exchange will officially record the change of name and will change the ASX code to “**PZC**”.

NEW COMPANY WEBSITE LAUNCH

The Company is also pleased to announce the launch of its new website www.panasiacorp.com.au which will be operational from Monday, 30 November 2009. The website will provide investors with up to date information regarding the Company profile, its projects, ASX announcements, financial reports and a corporate directory.

Yours faithfully

A handwritten signature in blue ink, appearing to read 'LUKE MARTINO', is written over a faint, light blue circular watermark or background graphic.

LUKE MARTINO
Company Secretary