

FORM 605Corporations Act 2001
Section 471B**Notice of ceasing to be a substantial holder**To Company Name/Scheme Pacific Brands LtdACN/ARSN 106 773 059**1. Details of substantial holder(1)**Name Bank of America Corporation

ACN/ARSN (if applicable) _____

The holder ceased to be a substantial holder on 1/5/2010The previous notice was given to the company on 11/18/2009The previous notice was dated 11/16/2009**2. Changes in relevant interests**

Particular of each change in the nature of a relevant interest (2) of the substantial holder or an associate (3) in voting securities of the company or scheme, since the substantial holder was last required to give a substantial holding notice to the company or scheme are as follows:

Date of change	Person whose relevant interest changed	Nature of change (4)	Consideration given in relation to change (5)	Class (6) of securities	Securities affected	Person's votes affected
	Merrill Lynch International	Stock borrow and Loan		Ordinary Shares	- 25,782,215	- 25,782,215
	Merrill Lynch International	Prime Broker with rehypothecation right pursuant to Prime Brokerage agreement (see relevant clause below)*		Ordinary Shares	15,782,958	15,782,958
	Merrill Lynch International (Australia) Ltd	Collateral Received		Ordinary Shares	- 41,382,565	- 41,382,565
	Merrill Lynch (Australia) Futures Ltd	Market Transactions		Ordinary Shares	-182,608	-182,608

12.9 The Customer hereby consents (without any further notice, consent or reference) to MLJ from time to time utilising any Securities for MLJ's own purposes and for its own benefit on the terms specified in this Clause 12.9 (including, for the avoidance of doubt, the retention of any profit generated as a result of such utilisation).....

3. Changes in associations

The persons who have become associates (3) of ceased to be associates of or have changed the nature of their association (7) with the substantial holder in relation to voting interests in the company or scheme are as follows:

Name and ACN/ARSN (if applicable)	Nature of association

4. Addresses

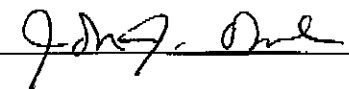
The addresses of persons named in this form are as follows:

Name	Address
Bank of America Corporation	100 North Tryon Street, Charlotte, North Carolina, 28255
Merrill Lynch International	Merrill Lynch Financial Centre, 2 King Edward Street, London EC1A 1HQ
Merrill Lynch International (Australia) Ltd	Level 38, Governor Phillip Tower, 1 Farrer Place, Sydney 2000
Merrill Lynch (Australia) Futures Ltd	Level 38, Govenor Phillip Tower, 1 Farrer Place, Sydney 2000

*This report is submitted on the basis of our present understanding of ASIC's current policy on reporting by Prime Brokers

Signature

print name John O'Toole capacity Associate General Counsel,
Bank of America Corporation

sign here  date Jan. 7, 2010