



Date: 6-Oct-10

Company Announcement Officer  
ASX Limited

No. of Pages (incl.): 2

NOTICE OF CHANGE OF INTERESTS OF SUBSTANTIAL HOLDER

Dear Sir/Madam,

Pursuant to Section 671B of the Corporations Act, AMP Limited hereby advises of a change in its relevant interest in PACIFIC BRANDS LIMITED.

The enclosed ASIC Form 604 discloses all required details.

Yours faithfully,

Raja Burman  
Head of Corporate Actions  
BNP Paribas Securities Services  
Phone: 02 9222 0138

**Form 604**  
**Corporations Act 2001**  
**Section 671B**  
**Notice of Change of Interests of Substantial Holder**

To: **PACIFIC BRANDS LIMITED**

ACN/ARSN: 106 773 059

**1. Details of substantial holder**

Name: AMP Limited ACN 079 354 519 and its related bodies corporate.

There was a change in the interests of the substantial holder on 01-Oct-2010  
The previous notice was given to the company on 25-May-2010  
The previous notice was dated 21-May-2010

**2. Previous and present voting power**

The total number of votes attached to all the voting shares in the company or voting interests in the scheme that the substantial holder or an associate had a relevant interest in when last required, and when now required, to give a substantial holding notice to the company or scheme, are as follows:

Class of securities	Previous notice		Present notice	
	Person's votes	Voting power	Person's votes	Voting power
Fully Paid Ordinary	58,776,233	6.31%	48,710,471	5.23%

**3. Changes in relevant interests**

Particulars of each change in, or change in the nature of, relevant interests of the substantial holder or an associate in voting securities of the company 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	Consideration given in relation to change	Class and number of shares affected	Person's votes affected
24-May-2010 to 30-Sep-2010	AMP Limited and its related bodies corporate.	Share acquisition	\$7,451,072.60	Fully Paid Ordinary 7,634,086	7,634,086
31-May-2010 to 30-Sep-2010	AMP Limited and its related bodies corporate.	Share disposal	-\$18,578,119.84	Fully Paid Ordinary -17,699,848	-17,699,848

**4. Present relevant interests**

Particulars of each relevant interest of the substantial holder in voting securities after the change are as follows:

Holder of relevant interest	Registered holder of securities	Person entitled to be registered as holder	Nature of relevant interest	Class and number of securities	Person's votes affected
AMP Limited and its related bodies corporate.	AMP Limited and its related bodies corporate.	AMP Limited and its related bodies corporate.	AMP Limited and its related bodies corporate.	Fully Paid Ordinary: 48,710,471	48,710,471

**5. Change in association**

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

Name and ACN Nature of association  
No Changes

**6. Addresses**

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

Name Address  
AMP Limited and its related bodies corporate. Level 24, 33 Alfred Street, Sydney NSW 2000