

# PACIFIC B BRANDS

9 March 2011

Manager Company Announcements  
Australian Securities Exchange Limited  
Level 4  
20 Bridge Street  
SYDNEY NSW 2000

Market Information Services  
New Zealand Exchange Limited  
9<sup>th</sup> Floor  
ASB Tower  
2 Hunter Street  
Wellington  
New Zealand

Dear Sir/Madam

## **Sale of Dunlop Foams and Sleepmaker**

We are pleased to confirm that the ACCC has approved the completion of the proposed sale of Dunlop Foams and Sleepmaker to Sleepyhead. We expect that completion will take place on 31<sup>st</sup> March 2011

Yours faithfully  
Pacific Brands Limited



John Grover  
Company Secretary