



10 January 2012

Unsolicited approach

The Company has received an unsolicited approach from KKR regarding a possible acquisition of the entire issued capital of the Company.

The Board of Pacific Brands, together with its advisers Flagstaff Partners and Minter Ellison, is considering the approach and preliminary discussions are being held with KKR. There is no certainty that these discussions will lead to any agreement being reached between the parties. The Company will keep shareholders informed of any material developments and will make a further announcement as and when appropriate.

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