

Appendix 3F

Final share buy-back notice (*except* minimum holding buy-back)

Introduced 1/9/99. Origin: Appendices 7D and 7E. Amended 30/9/2001, 11/01/10

Information and documents given to ASX become ASX's property and may be made public.

Name of entity	ABN/ARSN
PACIFIC BRANDS LIMITED	64-106-773-056

We (the entity) give ASX the following information.

Description of buy-back

1	Type of buy-back	On-market
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Details of all shares/units bought back

2	Number of shares/units bought back	18,470,553
3	Total consideration paid or payable for the shares/units	\$12,219,106
4	If buy-back is an on-market buy-back - highest and lowest price paid	highest price:\$0.7450 date:13 October 2011 lowest price:\$0.5600 date:9 November 2011

+ See chapter 19 for defined terms.

Compliance statement

1. The company is in compliance with all Corporations Act requirements relevant to this buy-back.

Sign here: Date: 6 September 2012
(Company secretary)

Print name: John Grover

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