



6 August 2012

Senior Management changes

The Chief Executive of Pacific Brands Sue Morphet today announced Matthew Cloughton as the new Group General Manager of the Workwear group upon the resignation of Holly Kramer, following her acceptance of the role as Chief Executive Officer of Best & Less.

Ms Morphet said "Matthew has been promoted from his role as Workwear's Head of Strategy, Human Resources and International. Matthew has been well prepared for his elevation to the role as Group General Manager of the Workwear Group, he is well versed in the opportunities and challenges facing the sector and will be leading an experienced management team.

While we are disappointed to lose Holly, her appointment to the top job at our customer, Best & Less, is recognition of her strengths and experience. We wish her the very best in her new role."

The Company also confirmed Anthony Heraghty's appointment as the Group General Manager of the Underwear group (previously acting).

With the confirmation of Anthony Heraghty's role, Martin Matthews has been appointed as the acting Group General Manager of the Homewares, Footwear & Outerwear group. Martin has been a general manager within the group and knows the business intimately.

Ms Morphet said "I am very pleased that our strategic recruiting and internal talent development programs have given us the depth of management capability to facilitate these internal appointments."

For further information contact:

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