



24 October 2013

Linda Nicholls AO joins the Pacific Brands Board

The Chairman of Pacific Brands [ASX:PBG] Peter Bush, today announced the appointment of Linda Nicholls as a non-executive director.

Mr Bush said "The board and our CEO, John Pollaers, are pleased that Linda, one of Australia's most respected and experienced non-executive directors has agreed to join the board. Linda will immediately join the board's Audit, Business Risk and Compliance Committee.

"Linda is known for her very considerable strategic and commercial abilities. I have no doubt she will make an enormous contribution to the board.

"Linda is a corporate advisor and is a director of a number of leading Australian companies and organisations. She is Chairman of Yarra Trams, and a Director of Fairfax Media and Sigma Pharmaceutical Group. Previously she was Chairman of Healthscope and Australia Post, a Director of St George Bank, and President of the Australian Institute of Company Directors (Vic. Div.).

Linda is a Director of The Walter and Eliza Hall Institute of Medical Research and recently retired as Vice President of Trustees from Harvard in July having served the maximum term allowed. Linda has an MBA from Harvard Business School and more than 30 years experience as a senior executive and company director in Australia, New Zealand and the United States.

Contact:

Investors

Chris Richardson Manager, Group Treasury and Investor Relations +61 3 9947 4926
+61 410 728 427 investorrelations@pacbrands.com.au

Media

Sue Cato

Cato Counsel +61 419 282 319