

PACIFIC B BRANDS

18 February 2014

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

Market Information Services
New Zealand Exchange Limited
Level 2, NZX Centre
11 Cable Street
Wellington, New Zealand

Dear Sir/Madam

Amendment of Dividend Reinvestment Program Record Date

In order to facilitate processing of dividends within the ASX system, the company has at the request of the ASX moved the record date for its interim dividend to 7 March 2014. The issue has arisen because of ASX system requirements.

The election date for participation in the company's dividend reinvestment program and all other dates remain unchanged.

Yours faithfully



John Grover
Company Secretary
Pacific Brands Limited