

# PACIFIC B BRANDS

26 March 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

## **PRICING OF SHARES TO BE ALLOCATED UNDER DIVIDEND REINVESTMENT PLAN**

Pacific Brands Limited is pleased to advise that ordinary shares to be allocated under the company's Dividend Reinvestment Plan (DRP) will be priced at \$0.54 per share for the 2014 April dividend.

The DRP price was based on a weighted average market price for the ten trading days from 11 March to 24 March 2014 inclusive.

Under the DRP, approximately 4.31 million ordinary shares will be allocated to participating shareholders on 2 April 2014, at the same time as the April dividend payment is made. Pacific Brands will issue new shares to participants under the DRP.

Yours faithfully  
Pacific Brands Limited



John Grover  
Company Secretary