

## Appendix 3E

### Daily share buy-back notice (except minimum holding buy-back and selective buy-back)

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

Introduced 1/9/99. Origin: rule 3.6, Appendix 7C. Amended 30/9/2001, 11/01/10

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

We (the entity) give ASX the following information.

#### Information about buy-back

1 Type of buy-back	On-market
2 Date Appendix 3C was given to ASX	24 August 2011

#### Total of all shares/units bought back, or in relation to which acceptances have been received, before, and on, previous day

	Before previous day	Previous day
3 Number of shares/units bought back or if buy-back is an equal access scheme, in relation to which acceptances have been received	3,029,856	2,116,509
4 Total consideration paid or payable for the shares/units	\$1,991,157.65	\$1,403,668.77

+ See chapter 19 for defined terms.

**Appendix 3E**  
**Daily share buy-back notice**

	Before previous day	Previous day
5 If buy-back is an on-market buy-back	highest price paid: 0.6700	highest price paid: \$0.6700
	lowest price paid: 0.6350	lowest price paid: \$0.6450
		highest price allowed under rule 7.33: \$0.6783

**Participation by directors**

6 Deleted 30/9/2001.

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**How many shares/units may still be bought back?**

7 If the company/trust has disclosed an intention to buy back a maximum number of shares/units – the remaining number of shares/units to be bought back

87,992,259
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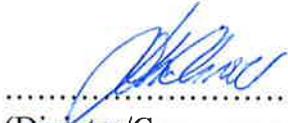
**Compliance statement**

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

*or, for trusts only:*

1. The trust is in compliance with all requirements of the Corporations Act as modified by Class Order 07/422, and of the trust's constitution, relevant to this buy-back.

2. There is no information that the listing rules require to be disclosed that has not already been disclosed, or is not contained in, or attached to, this form.

Sign here:  .....  
 (Director/Company secretary)

Date: 12/9/11

Print name: JOHN GROVER .....

+ See chapter 19 for defined terms.