

23 November 2011

Kobe Li
Advisor Listings
ASX Compliance Pty Ltd
Level 45
South Tower
525 Collins Street
MELBOURNE VIC 3000

Pacific Brands Limited
ABN 64 106 773 059

Level 3
290 Burwood Road
Hawthorn
Victoria 3122
Australia

PO Box 2370
Hawthorn LPO
Hawthorn
Victoria 3122
Australia

Telephone
613 9947 4900
Facsimile
613 9947 4951

Dear Kobe

Pacific Brands Limited – Share Buy Back

In accordance with Listing Rule 3.8 please find attached copy of the ASIC Form 484 lodged in respect of the Company's current share buyback.

Yours faithfully



John Grover
General Counsel & Company Secretary

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Change to company details

Company details

Company name
PACIFIC BRANDS LIMITED
Australian Company Number (ACN)
106 773 059

Lodgement details

Who should ASIC contact if there is a query about this form?

Name
John Charles GROVER

Signature

This form must be signed by a current officeholder of the company.

I certify that the information in this form is true and complete

Name
John Charles GROVER
Capacity
Secretary
Signature 

Date signed
22-11-2011

C1 Cancellation of shares

Reason for cancellation

Shares cancellation details

Reason for cancellation

ss.257H(3) Share buyback - Other buy-back type. A form 280 or 281 must be lodged at least 14 days, and no more than 1 year before the share buy-back can take place

The cancelled shares are listed below:

Share class code	Number of shares cancelled	Amount paid (cash or otherwise)	
ORD	2097883	1226935.50	

Earliest Date of cancellation **18-11-2011**

C3 Change to share structure

The updated details for this changed share class are shown in the table below.

Share class code	Full title if not standard	Total number of shares	Total amount paid on these shares	Total amount unpaid on these shares
ORD	ORDINARY SHARES	912915695	1501421645.39	0.00

Earliest date of change **18-11-2011**