

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

PACIFIC BRANDS LIMITED

ABN/ARSN

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	
	14,463,303	723,236
4	Total consideration paid or payable for the shares/units	
	\$9,735,336.31	\$497,947.99

+ See chapter 19 for defined terms.

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5 If buy-back is an on-market buy-back

Before previous day		Previous day
highest price paid:	0.7450	highest price paid: \$0.7000
lowest price paid:	0.6200	lowest price paid: \$0.6800
		highest price allowed under rule 7.33: \$0.7633

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

77,952,085

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: 18/10/11

Print name:

..... JOHN GROVER

+ See chapter 19 for defined terms.