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**Form 604**

**Corporations Law  
Section 671B**

**Notice of change of interests of substantial holder**

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To Company  
Name/Scheme Pacific Brands Limited  
ACN/ARBN 64 106 773 059

**1. Details of substantial holder (1)**

Name Franklin Resources, Inc. and its affiliates  
ACN (if applicable) N/A

There was a change in the interests of  
the substantial holder on 08/05/2011  
The previous notice was given to the  
company on 03/23/2011  
The previous notice was dated 03/23/2011

**2. Previous and present voting power**

The total number of votes attached to all the voting shares in the company or voting interests in the scheme that the substantial holder or an associate (2) had a relevant interest (3) in when last required, and when now required, to give a substantial holding notice to the company or scheme, are as follows:

Class of securities (4)	Previous notice		Present notice	
	Person's votes	Voting Power (5)	Person's votes	Voting Power (5)
Ordinary Shares	93,025,560	9.99%	102,417,490	11.00%*

\*Based on shares outstanding of 931,386,248

**3. Changes in relevant interests**

Particulars of each change in, or change in the nature of, a relevant interest of the substantial holder or an association in voting securities of the company or scheme, since the substantial holder was last required to give a substantial holding notice to the company or scheme are as follows:

Date of change	Person whose relevant interest changed	Nature of change (6)	Consideration given in relation to change(7)	Class and number of securities affected	Person's votes affected
See Annexure B, item 1	See Annexure B, item 2	See Annexure B, item 3	See Annexure B, item 4	See Annexure B, item 5	See Annexure B, item 6

#### 4. Present relevant interests

Particulars of each relevant interest of the substantial holder in voting securities after the change are as follows:

Holder of relevant interest	Registered holder of securities	Person entitled to be registered as holder (8)	Nature of relevant interest (6)	Class and number of securities	Person's votes
See Annexure B, item 7	See Annexure B, item 9		See Annexure B, item 3	See Annexure B, item 8	See Annexure B, item 8

#### 5. Changes in association

The persons who have become associates (2) of, ceased to be associates of, or have changed the nature of their association (9) with, the substantial holder in relation to voting interests in the company or scheme are as follows:

Name and ACN (if applicable)	Nature of association
<b>NOT APPLICABLE</b>	

#### 6. Addresses

The addresses of persons named in this form are as follows:

Name	Address
See Annexure A	See Annexure A

#### Signature

print name Lori A. Weber

Capacity: Assistant Secretary, Franklin Resources, Inc.

sign here \_\_\_\_\_

date August 9, 2011

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1 Names and addresses of all associates for whom composite notice is given:

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Name	Address
Franklin Resources, Inc.	One Franklin Parkway, Building 910, First Floor, San Mateo, California 94403
Algebra Capital Limited	Level 7, Gate Precinct Building 3, Unit 5, Dubai International Financial Centre, Sheikh Zayed Road, Dubai, UAE
Asian Infrastructure Mezzanine Capital Management Co., Ltd.	Unit 1607-1608, 16 <sup>th</sup> Floor, Charter House, 8 Connaught Road, Central, Hong Kong
Balanced Equity Management Pty. Limited	Level 19, 101 Collins Street, Melbourne, Victoria 3000, Australia
C&EE General Partner Ltd.	St. Helier Jersey, Channel Islands
C&EE Private Equity Partners, L.P.	St. Helier Jersey, Channel Islands
Darby Asia Investors (HK), Ltd.	Unit 1607-1608, 16 <sup>th</sup> Floor, Charter House, 8 Connaught Road, Central, Hong Kong
Darby Asia Investors (India) Private Limited	Sakhar Bhavan, 1st Floor, 230 Backbay Reclamation Nariman Point, Mumbai 400-021, India
Darby Asia Investors, Ltd.	Unit 1607-1608, 16 <sup>th</sup> Floor, Charter House, 8 Connaught Road, Central, Hong Kong
Darby Asia Mezzanine Fund II Management Co. Ltd.	Georgetown, Cayman Islands
Darby Brazil Mezzanine Management LLC	1133 Connecticut Ave., NW, Suite 400 Washington, DC 20036
Darby CEE Founder Partner II, LLC	1133 Connecticut Ave., NW, Suite 400 Washington, DC 20036
Darby Converging Europe Founder Partner, L.P.	1133 Connecticut Ave., NW, Suite 400 Washington, DC 20036
Darby Emerging Markets Investments Ltd.	Georgetown, Cayman Islands
Darby Europe Mezzanine Management	Georgetown, Cayman Islands
Darby Holdings, Inc.	1133 Connecticut Ave., NW, Suite 400 Washington, DC 20036
Darby Latin American Mezzanine Investments	Rua Jeronimo Da Veiga 45 – 4 <sup>th</sup> Floor 04536-000 Sao Paulo (Sp) Brazil
Darby Latin American Mezzanine Management II, LLC	2711 Centerville Road, Suite 400, Wilmington, Delaware 19808
Darby Overseas Investments Ltd.	1133 Connecticut Ave., NW, Suite 400 Washington, DC 20036
Darby Overseas Partners, L.P.	1133 Connecticut Ave., NW, Suite 400 Washington, DC 20036
Darby Private Equity Korea Ltd.	20th Floor, Korea First Bank Building, 100 Gongpyungdong, Jongno-Gu, Seoul, 110-702 Korea.
Darby Stratus Administracao De Investimentos LTDA.	Rua Jeronimo Da Veiga 45 – 4 <sup>th</sup> Floor 04536-000 Sao Paulo (SP) Brazil
Darby-Hana Infrastructure Fund Management Co. Ltd.	18 <sup>th</sup> Floor, SKC Building 23-10, Youido-Dong, Youngdungpo-Gu, Seoul, S. Korea 150-734
Darby-Probanco Investors, LLC	1133 Connecticut Avenue, NW, Suite 400, Washington, DC 20036

FCC Receivables Corporation	One Franklin Parkway, Building 910, First Floor, San Mateo, California 94403
Fiduciary International Holding Inc.	1717 Pennsylvania Avenue N.W., Suite 630 Washington DC 20006
Fiduciary International Ireland Limited	Unit 2F, Block 71, The Plaza, Park West, Dublin 12, Ireland
Fiduciary International, Inc.	600 5 <sup>th</sup> Avenue, New York, New York 10020
Fiduciary Investment Corporation	600 5 <sup>th</sup> Avenue, New York, New York 10020
Fiduciary Investment Management International, Inc.	1133 Connecticut Avenue, NW, Suite 330, Washington D.C. 20036
Fiduciary Trust (International) S.A.	Bahnhofstrasse 22, Ch-8022 Zurich, Switzerland
Fiduciary Trust Company International	600 5 <sup>th</sup> Avenue, New York, New York 10020
Fiduciary Trust Company Of Canada	350 Seventh Avenue SW, Suite 3000, Calgary, Alberta, T2P 3N9
Fiduciary Trust International Limited	The Adelphi Building, 1-11 John Adam Street, London, WC2N 6HT
Fiduciary Trust International Of California	One Franklin Parkway, Building 910, First Floor, San Mateo, California 94403
Fiduciary Trust International Of Delaware	1220 North Market Street, Wilmington, Delaware 19801
Fiduciary Trust International Of The South	200 South Biscayne Boulevard, Suite 3050, Miami, Florida 33131
Franklin Advisers Gp, LLC	One Franklin Parkway, Building 910, First Floor, San Mateo, California 94403
Franklin Advisers Inc.	One Franklin Parkway, Building 910, First Floor, San Mateo, California 94403
Franklin Advisory Services, LLC	One Parker Plaza, 9 <sup>th</sup> Floor, Fort Lee, NJ 07024-2938
Franklin Capital Corporation	47 West 200 South, Salt Lake City, UT 84104-1621
Franklin Investment Advisory Services, LLC	1133 Connecticut Ave., NW, Suite 400 Washington, DC 20036
Franklin Mutual Advisers, LLC	101 John F. Kennedy Parkway, Short Hills, NJ 07028-2789
Franklin Receivables, LLC	One Franklin Parkway, Building 910, First Floor, San Mateo, California 94403
Franklin SPE, LLC	47 West 200 South, Suite 500, Salt Lake City, UT 84101
Franklin Templeton Asset Management (India) Private Limited	Sakhar Bhavan, 1 <sup>st</sup> Floor, 230 Backbay Reclamation, Nariman Point, Mumbai, 400-021
Franklin Templeton Asset Management (Malaysia) Sdn. Bhd.	Suite 1005, 10 <sup>th</sup> Floor, Wisma Hamzah-Kwong Hing No. 1, Leboh Ampang, 50100, Kuala Lumpur, Malaysia
Franklin Templeton Asset Management Mexico, S.A. De C.V., Sociedad Operadora De Sociedades De Inversión	770 Montes Urales, Fourth Floor, Lomas de Chapultapec, 11000 Mexico, D.F.
Franklin Templeton Austria GmbH	4th Floor, Vienna 1010, Austria
Franklin Templeton Bank & Trust, F.S.B.	Box 17406, Salt Lake City, UT 84117
Franklin Templeton Capital Holdings Private Limited	1st Floor, Empire Tower, 26-28 Ham Nghi District 1, Ho Chi Minh City, Vietnam
Franklin Templeton Companies, LLC	One Franklin Parkway, Building 910, First Floor, San Mateo, California 94403

Franklin Templeton France S.A.	16-18 Avenue George V, 75008 Paris, France
Franklin Templeton Global Investors Limited	5 Morrison Street, Edinburgh, Scotland, EH3 8BH
Franklin Templeton Holding Limited	C/O Pricewaterhouse Coopers LLP Cathedral Square, Port Louis, Mauritius
Franklin Templeton Institutional Gp, LLC	1133 Connecticut Ave., NW, Suite 400 Washington, DC 20036
Franklin Templeton Institutional, LLC	600 5 <sup>th</sup> Avenue, New York, New York 10020
Franklin Templeton International Services (India) Private Limited	Franklin Templeton Park, 18-23, Financial District, Nanakramguda, Hyderabad - 500019 India
Franklin Templeton International Services S.A.	26 Boulevard Royal, L-2449 Luxembourg, Grand Duchy Of Luxembourg
Franklin Templeton Investimentos (Brasil) Ltda.	Rua Jerônimo Da Veiga, 45 - 4º Andar São Paulo-Sp, 04536-000, Brasil
Franklin Templeton Investment Management Limited	5 Morrison Street, Edinburgh, EH3 8BH
Franklin Templeton Investment Services Gmbh	Mainzer Landstr. 16, D-60325 Frankfurt-Am-Main, Germany
Franklin Templeton Investment Services Mexico S. De R.L.	Montes Urales 770, Oficina 401, Lomas De Chapultepec, Mexico City C.P. 11000, Mexico
Franklin Templeton Investment Trust Management Co Ltd (Korea)	3rd Floor, Ccmm Building 12 Youido-Dong, Youngdungpo-Gu, Seoul, South Korea 150-968
Franklin Templeton Investments (Asia) Limited	17 <sup>th</sup> Floor, Chater House, 8 Connaught Road Central, Hong Kong
Franklin Templeton Investments Australia Ltd.	Level 25, 360 Collins Street, Melbourne, Victoria 3000, Australia
Franklin Templeton Investments Corp	5000 Yonge Street Suite 900, Toronto, Ontario M2N 0A7, Canada
Franklin Templeton Investments Japan Limited	Kanematsu Building, 6 <sup>th</sup> Floor, 14-1, Kyobashi 2-Chome, Chuo-Ku, Tokyo 104-0031, Japan
Franklin Templeton Investments Poland Sp.Z.O.O	Rondo ONZ 1, 00-124 Warszawa
Franklin Templeton Investor Services, LLC	10600 White Rock Road, Rancho Cordova, Ca 95670-6032
Franklin Templeton Italia SIM S.P.A	C.So Italia, N.1, 20122 Milano, Italy
Franklin Templeton Luxembourg Holding S.A.	26 Boulevard Royal, L-2449 Luxembourg Grand Duchy Of Luxembourg
Franklin Templeton Magyarorszag Kft. (Also Known As Franklin Templeton Hungary L.L.C.)	Bank Center, Citibank Tower, Szabadsag ter 7, 1054 Budapest, Hungary
Franklin Templeton Management Luxembourg SA	26 Boulevard Royal, L-2449 Luxembourg, Grand Duchy Of Luxembourg
Franklin Templeton Portfolio Advisors, Inc.	One Franklin Parkway, Building 910, First Floor, San Mateo, California 94403
Franklin Templeton Services Limited	The Sweepstakes Centre, Block C, Ballsbridge, Dublin 4, Ireland
Franklin Templeton Services, LLC	One Franklin Parkway, Building 910, First Floor, San Mateo, California 94403

Franklin Templeton Strategic Investments, Ltd.	P.O. Box 309GT, Uglan House, South Church Street, George Town, Grand Cayman, Cayman Islands.
Franklin Templeton Switzerland Ltd.	Bahnhofstrasse 22, Ch-8022 Zurich, Switzerland
Franklin Templeton Travel, Inc.	One Franklin Parkway, Building 910, First Floor, San Mateo, California 94403
Franklin Templeton Trustee Services Private Limited	Sakhar Bhavan, 1st Floor, 230 Backbay Reclamation, Nariman Point, Mumbai 400-021 India
FS Capital Group	1800 Gateway Drive, San Mateo, CA 94404
FS Properties, Inc	1800 Gateway Drive, San Mateo, CA 94404
FT Opportunistic Distressed Fund Ltd.	Maples Corporate Services Limited, PO Box 309, Uglan House, Grand Cayman, KY1-1104, Cayman Islands.
FTCI (Cayman) Ltd.	11 Dr. Roy's Drive, Grand Cayman, Cayman Islands
Iti Capital Markets Limited	Century Centre, 75 Ttk Road, Chennai, India 600018
Mutual Recovery Fund, Ltd.	P.O. Box 309GT, Uglan House, George Town, Grand Cayman, Cayman Islands, KY1-1104.
Rensburg Fund Management Limited	Quayside House Canal Wharf, Leeds, LS11 5PU
Riva Financial Systems Limited	Old Chapel, Union Mills, Main Road Braddan, Isle Of Man Im4 4ad
Templeton Asset Management (Labuan) Limited	Lot H, Level 7, Wisma Oceanic, Jalan Okk Awang Besar, 87007 Federal Territory Of Labuan, Malaysia
Templeton Asset Management Ltd.	7 Temasek Boulevard, #38-03 Suntec Tower One, Singapore, 038987
Templeton China Research Limited	701b Citigroup Tower, 33 Hua Yuan Shi Qiao Road, Pudong Shanghai 200120 P.R. China
Templeton Do Brasil Ltda.	Rua Lauro Muller 116, Sala 2404, Rio De Janeiro, RJ, Brazil
Templeton Franklin Global Distributors Limited	Appleby, Spurling & Kempe, 41 Cedar House Avenue, P.O. Box Hm 1179, Hamilton Hm Ex, Bermuda
Templeton Global Advisors Limited	P.O. Box N-7759, Lyford Cay, Nassau, Bahamas
Templeton Global Holdings Ltd.	P.O. Box N-7759, Lyford Cay, Nassau, Bahamas
Templeton International, Inc.	300 S.E. 2 <sup>nd</sup> Street, Fort Lauderdale, FL 33301
Templeton Investment Counsel, LLC	300 S.E. 2 <sup>nd</sup> Street, Fort Lauderdale, FL 33301
Templeton Restructured Investments III, Ltd.	300 S.E. 2 <sup>nd</sup> Street, Fort Lauderdale, FL 33301
Templeton Restructured Investments, Ltd.	300 S.E. 2 <sup>nd</sup> Street, Fort Lauderdale, FL 33301
Templeton Worldwide Inc.	300 S.E. 2 <sup>nd</sup> Street, Fort Lauderdale, FL 33301
Templeton/Franklin Investment Services, Inc.	26515 Carmel Rancho Blvd., Carmel, CA 93923
Franklin Templeton Financial Services Corp.	600 Fifth Avenue, New York, NY 10020

Franklin/Templeton Distributors, Inc.	One Franklin Parkway, San Mateo, CA 94403
Darby Colpatia Capital SAS	1133 Connecticut Ave., NW, Suite 400 Washington, DC 20036
LSIMC, LLC	One Franklin Parkway, Building 910, First Floor, San Mateo, California 94403
Darby Latin American Investors, Ltd.	PO Box 309GT, Uglan House, South Church Street, George Town, Grand Cayman, Cayman Islands
Darby Private Equity Brasil Administracao De Investimentos Ltda	Av. Brigadeiro Faria Lima, 3311, 5th floor, Itaim Bibi, São Paulo
DLAMF II Special Company, LLC	Corporation Service Company, 2711 Centerville Road, Suite 400, Wilmington, Delaware 19808
Franklin Templeton Investment Management GmbH	St. Helier Jersey, Channel Islands
Darby Asia Founder Partner, L.P.	M&C Corporate Services Limited, P.O. Box 309GT, Uglan House, South Church Street, George Town, Grand Cayman, Cayman Islands
Templeton Restructured Investments, L.L.C.	1013 Centre Road, Wilmington, DE 19805
TSEMF III (Jersey) Limited	Whiteley Chambers, Don Street, St Helier, Jersey, JE4 9WG
Franklin Templeton GSC Asset Management Sdn. Bhd.	Suite 31-02, 31st Floor, Menara Keck Seng, 203 Jalan Bukit Bintang, 55100, Kuala Lumpur, Malaysia
Franklin Templeton Slovakia, s.r.o.	Karadžičova 8/a, Bratislava, 821 08, Slovak Republic
FTC Investor Services Inc.	350 Seventh Avenue SW, Suite 3000, Calgary, Alberta, T2P 3N9

This is the annexure of 5 pages marked Annexure A signed by me and dated August 9, 2011.

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Lori A. Weber, Assistant Secretary

**Annexure B**  
**Details of Entitlement and Relevant Interests**

1. Date of Change	2. Person Whose Relevant Interest Changed	3. Nature of Change	4. Consideration in AUD\$	5. Class and Number of Securities affected	6. Persons votes effected
3/23/2011	Franklin Templeton Investments (Asia)	Acquisition	0.8135	900,000	900,000

	Limited				
3/24/2011	Franklin Templeton Investments (Asia) Limited	Acquisition	0.8200	569,352	569,352
7/29/2011	Franklin Templeton Investments Australia Limited	Acquisition	0.6541	122,617	122,617
8/01/2011	Franklin Templeton Investments Australia Limited	Acquisition	0.6779	45,309	45,309
8/02/2011	Franklin Templeton Investments Australia Limited	Acquisition	0.6825	29,699	29,699
8/04/2011	Franklin Templeton Investments Corp	Acquisition	0.6662	142,567	142,567
8/05/2011	Franklin Templeton Investments Corp	Acquisition	0.6244	291,676	291,676
5/06/2011	Templeton Global Advisors Limited	Acquisition	0.6910	1,273,137	1,273,137
5/09/2011	Templeton Global Advisors Limited	Acquisition	0.6992	241,600	241,600
4/27/2011	Templeton Investment Counsel, LLC	Acquisition	0.7727	1,378,772	1,378,772
4/28/2011	Templeton Investment Counsel, LLC	Acquisition	0.7647	1,409,908	1,409,908
7/22/2011	Templeton Investment Counsel, LLC	Acquisition	0.6759	44,670	44,670
7/28/2011	Templeton Investment Counsel, LLC	Acquisition	0.6664	843,130	843,130
7/29/2011	Templeton Investment Counsel, LLC	Acquisition	0.6541	527,383	527,383
8/01/2011	Templeton Investment Counsel, LLC	Acquisition	0.6779	194,877	194,877
8/02/2011	Templeton Investment Counsel, LLC	Acquisition	0.6825	127,740	127,740
8/04/2011	Templeton Investment Counsel, LLC	Acquisition	0.6662	410,222	410,222
8/05/2011	Templeton Investment Counsel, LLC	Acquisition	0.6244	839,271	839,271

<b>7. Holder of Relevant Interest</b>	<b>8. Person's votes</b>	
Franklin Advisers, Inc.	534,679	votes
Franklin Templeton Investments (Asia) Limited	23,706,975	votes
Franklin Templeton Investments Australia Limited	1,937,214	votes
Franklin Templeton Investments Corp.	33,579,270	votes
Templeton Global Advisors Limited	1,514,737	votes
Templeton Investment Counsel, LLC	41,144,615	votes

<b>9. Registered Holder of Securities</b>	<b>10. Class and Number of Shares</b>		<b>11. Person's votes</b>	
BNY/Mellon	5,301,890	Ordinary	5,301,890	votes
Citibank Melbourne	882,148	Ordinary	882,148	votes
JPMorgan Chase Ltd. Sydney	84,241,306	Ordinary	84,241,306	votes
National Australia Bank	737,572	Ordinary	737,572	votes
Northern Trust Company	6,506,997	Ordinary	6,506,997	votes
State Street Bank	4,747,577	Ordinary	4,747,577	votes

This is the annexure of 1 page marked Annexure B referred to in the Form 604: Notice of change in interests or entitlements of substantial shareholder signed by me and dated August 9, 2011.

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Lori A. Weber, Assistant Secretary