

11 May 2009

The Manager  
Company Notices Section  
ASX Limited  
Exchange Centre  
20 Bridge Street  
SYDNEY NSW 2000



Occupational  
Health & Safety

Dear Sir/Madam

## Notice under section 708AA(2)(f) of the Corporations Act 2001 as modified by ASIC Class Order 08/35

This notice is given by Pacific Brands Limited (ABN 64 106 773 059) (**Pacific Brands**) under section 708AA(2)(f) of the *Corporations Act 2001* (Cth) (**Act**) as modified by Australian Securities and Investments Commission Class Order 08/35 (**CO 08/35**).

Pacific Brands has announced on 11 May 2009 an accelerated non-renounceable entitlement offer (**Rights Issue**) of 3 fully paid Pacific Brands ordinary shares (**New Shares**) for every 4 Pacific Brands shares held as at 7.00pm (AEST) on 14 May 2009 by shareholders with a registered address in Australia or New Zealand and any other jurisdictions in which it is decided to make offers.

Pacific Brands confirms that:

- (a) the New Shares will be offered for issue without disclosure under Part 6D.2 of the Act;
- (b) this notice is being given under section 708AA(2)(f) of the Act as modified by CO 08/35;
- (c) as at the date of this notice, Pacific Brands has complied with:
  - (i) the provisions of Chapter 2M of the Act as they apply to Pacific Brands; and
  - (ii) section 674 of the Act;
- (d) as at the date of this notice, there is no excluded information of the type referred to in sections 708AA(8) and 708AA(9) of the Act as modified by CO 08/35; and

- (e) the potential effect the Rights Issue will have on the control of Pacific Brands, and the consequences of that effect, will depend on a number of factors, including investor demand and existing shareholdings. However, given the structure of the Rights Issue as a pro-rata issue and the fact (based on substantial holding notices that have been given to Pacific Brands and lodged with ASX on or prior to the date of this notice) that no Pacific Brands shareholder has voting power exceeding 10.65% of Pacific Brands' issued shares, the Rights Issue is not expected to have any material effect or consequence on the control of Pacific Brands.

Yours faithfully



**John Grover**  
Company Secretary  
Pacific Brands Limited

**NOT FOR DISTRIBUTION IN THE UNITED STATES OR TO U.S. PERSONS**

*This notice does not constitute an offer to sell securities in the US or to U.S. Persons. Neither the entitlements nor the New Shares have been or will be registered under the United States Securities Act of 1933 as amended ("Securities Act"), and may not be offered or sold in the United States or to, or for the account or benefit of, "U.S. Persons" (as defined under Regulation S of the Securities Act), except in a transaction exempt from the registration requirements of the Securities Act.*