

25 May 2009

The Manager  
Company Announcements Office  
Australian Securities Exchange  
Level 4  
20 Bridge Street  
SYDNEY NSW 2000

Market Information Services  
NZX Limited  
Level 2, NZX Centre  
11 Cable Street  
Wellington  
New Zealand

Dear Sir/Madam,

**ALLOTMENT OF ORDINARY SHARES UNDER THE INSTITUTIONAL PLACEMENT AND INSTITUTIONAL ENTITLEMENT OFFER**

Pacific Brands Limited ("Pacific Brands") confirms that the allotment of 223,611,806 ordinary shares under the Institutional Entitlement Offer and 50,000,000 ordinary shares under the Institutional Placement took place earlier today.

Pacific Brands' issued capital prior to the allotment was 502,277,852 ordinary shares. The total Pacific Brands issued capital following quotation of these shares will be 775,889,658 ordinary shares.

Yours faithfully  
Pacific Brands Limited



John Grover  
Company Secretary