



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

A handwritten signature in dark ink, appearing to read "John Grover", written over a light grey rectangular background.

John Grover
Company Secretary