

PACIFIC B BRANDS

19 December 2008

Manager Company Announcements
Australian Stock Exchange Limited
Level 4
20 Bridge Street
SYDNEY NSW 2000

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

Dear Sir/Madam

CHANGE IN DIRECTOR

In accordance with Listing Rule 13.16.1 the Company advises that effective today Mr Pat Handley has ceased to be a director of the Company.

The retirement of Mr Handley from the role of Chairman of the Company was advised to the ASX on 27 November 2008.

Attached is Mr Handley's final director's Interest Notice.

Yours faithfully
Pacific Brands Limited



John Grover
Company Secretary

Enc.

Appendix 3Z

Final Director's Interest Notice

Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.

Introduced 30/9/2001.

Name of entity Pacific Brands Limited
ABN 64 106 773 059

We (the entity) give ASX the following information under listing rule 3.19A.3 and as agent for the director for the purposes of section 205G of the Corporations Act.

Name of director	Roger Patrick Handley
Date of last notice	8 December 2008
Date that director ceased to be director	19 December 2008

Part 1 – Director's relevant interests in securities of which the director is the registered holder

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

Number & class of securities 139,104 ordinary shares
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+ See chapter 19 for defined terms.

Appendix 3Z
Final Director's Interest Notice

Part 2 – Director's relevant interests in securities of which the director is not the registered holder

Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Name of holder & nature of interest	Number & class of securities
Note: Provide details of the circumstances giving rise to the relevant interest	
Crown Advisory Superannuation Fund of which Mr Handley is a Beneficiary	802,084 ordinary shares
Crown Advisory Pty Ltd of which Mr Handley is a director and shareholder	7,151 ordinary shares

Part 3 – Director's interests in contracts

Detail of contract	Not applicable
Nature of interest	
Name of registered holder (if issued securities)	
No. and class of securities to which interest relates	

+ See chapter 19 for defined terms.