

PACIFIC B BRANDS

10 June 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

**NOT FOR DISTRIBUTION OR RELEASE IN THE UNITED STATES OR TO, OR FOR
THE ACCOUNT OR BENEFIT OF, U.S. PERSONS**

Dear Sir/Madam,

Please find attached, for release to the market, an announcement from Pacific Brands Limited announcing the completion of the retail component of the entitlement offer.

Yours faithfully
Pacific Brands Limited



John Grover
Company Secretary



NOT FOR DISTRIBUTION OR RELEASE IN THE UNITED STATES OR TO, OR FOR THE ACCOUNT OR BENEFIT OF, US PERSONS

10 June 2009

PACIFIC BRANDS LIMITED COMPLETES \$256 MILLION CAPITAL RAISING

Pacific Brands Limited ("Pacific Brands") today announced the successful completion of the retail component of the accelerated non-renounceable entitlement offer ("Entitlement Offer") announced on 11 May 2009.

The retail component of the Entitlement Offer ("Retail Entitlement Offer") raised proceeds of approximately \$92 million. This follows the completion of the institutional placement ("Placement") and institutional component of the Entitlement Offer which raised \$164 million.

Chief Executive Officer, Ms Sue Morphet said: "This successful equity raising reflects the strong support we have received from investors to improve Pacific Brands' balance sheet and to provide the company with additional financial flexibility to withstand any further softening in the retail environment.

"The proceeds of this capital raising will better position the company to continue to implement strategies and maximise opportunities through the business cycle."

Retail Entitlement Offer details

Pacific Brands accepted applications for approximately \$82 million, including applications for entitlements of approximately \$57 million and applications for new shares in excess of entitlements ("Additional New Shares") of approximately \$25 million under the Retail Entitlement Offer. The applications for Additional New Shares were scaled back to a maximum of two times the retail shareholder's full Entitlement in accordance with the policy stated in the Retail Entitlement Offer Booklet.

As the Retail Entitlement Offer was fully underwritten, subscriptions for the remaining approximately 17 million shares have been obtained under the terms of the underwriting agreement.

Pacific Brands will issue approximately 153 million new shares in relation to the Retail Entitlement Offer. Final allocations are subject to a reconciliation and audit process currently being conducted by Pacific Brands' share registry. The allotment of new shares to be issued under the Retail Entitlement Offer will be completed by Friday 12 June 2009. The new shares will commence trading on the Australian Securities Exchange on Monday 15 June 2009. Holding statements and refunds for unfilled applications will be despatched to participants no later than Tuesday 16 June 2009.



Shareholder enquiries

For further information, please call the Pacific Brands Shareholder Information Line on 1300 132 632 (from within Australia) or +61 3 9415 4184 (from outside Australia) at any time from 8.30am to 5.30pm (AEST) Monday to Friday or visit Pacific Brands' website at www.pacificbrands.com.au

Investors

Lisa Pendlebury
Manager – Investor Relations
+61 3 9947 4926

Media

Matthew Horan
Cato Counsel
+61 2 9212 4666 / +61 (0)403 934 958

Important Information

This announcement does not constitute an offer for subscription, invitation, recommendation or sale with respect to the purchase or sale of any securities in any jurisdiction. This announcement does not constitute an offer to sell, or a solicitation of an offer to buy, any securities in the United States or to, or for the account or benefit of, any "U.S. persons" (as defined in Regulation S under the U.S. Securities Act of 1933, as amended (the "Securities Act") ("U.S. Persons"). Neither the Entitlements nor the New Shares have been, or will be, registered under the Securities Act or any securities laws of any state or other jurisdiction of the United States and may not be offered, sold or otherwise transferred except in a transaction exempt from, or not subject to, the registration requirements of the Securities Act and any other applicable securities laws.