



**4 September 2009**

**James King Appointed to the Board of Pacific Brands**

The Chairman of Pacific Brands, James MacKenzie today announced the appointment of James King to the board as a non-executive director.

Mr King has over 30 years experience in major multi-national corporations in Australia and internationally, with a focus on consumer products and retail industries.

Mr King's current directorships include JB Hi-Fi Limited, Navitas Ltd and Trust Company Ltd. He is also Chairman of Juvenile Diabetes Research Foundation (Victoria) and on the Council of Xavier College. Mr King's previous directorships include Tattersalls Limited and Babcock & Brown Environmental Investments Ltd.

Mr MacKenzie said James King would be a welcome addition to the board. "James' experience in the retail and consumer goods sectors will be an asset to the company as it continues the implementation of its Pacific Brands 2010 plan. The board is extremely pleased that James has accepted the role and look forward to his contribution."

Mr King was previously with Fosters Group as Managing Director Carlton & United Breweries and Managing Director Fosters Asia. Prior to this, he spent six years in Hong Kong as President of Kraft Foods (Asia Pacific).

Mr King is a Fellow of the Australian Institute of Company Directors. He also attended a senior Management Program at Harvard University.

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