

PACIFIC B BRANDS

24 February 2011

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

Market Information Services
New Zealand Exchange Limited
9th Floor
ASB Tower
2 Hunter Street
Wellington
New Zealand

Dear Sir/Madam

DIVIDEND RECORD DATE

The Company's Appendix 4D – Half year Report for the period 1 July 2010 to 31 December 2010 lodged earlier today incorrectly recorded the dividend record date.

The correct date is Monday 7 March 2011.

The Company apologises for any confusion.

Yours faithfully
Pacific Brands Limited



John Grover
Company Secretary

Enc.