

11 May 2009

Mr Chris Murphy
Advisor
ASX Markets Supervision Pty Ltd
Level 45, South Tower
525 Collins Street
Melbourne VIC 3000



Dear Sir

Pacific Brands Limited – Request for Trading Halt

The directors of Pacific Brands Limited ACN 106 773 059 (ASX: PBG) (**Pacific Brands**) request a trading halt from the commencement of trading on 11 May 2009.

The trading halt is requested pursuant to an announcement to be made by Pacific Brands before the commencement of trading on 11 May 2009.

For the purposes of ASX Listing Rule 17.1, Pacific Brands provides the following information:

- (a) the trading halt is necessary as Pacific Brands expects to make an announcement to the market in relation to a capital raising involving retail and institutional investors;
- (b) Pacific Brands expects that the trading halt remain in place until the commencement of trading on 13 May 2009, unless, before that time, Pacific Brands makes an announcement concerning the outcome of the capital raising or requests that the trading halt be lifted; and
- (c) Pacific Brands is not aware of any reason why the trading halt should not be granted.

If you have any queries, please do not hesitate to contact the writer.

Yours Sincerely

John Grover
Company Secretary
Pacific Brands Limited