

11 May 2009

**PRIVATE AND CONFIDENTIAL
BY EMAIL**

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Trading halt application for Pacific Brands Limited – PBG (Application)

The directors of Pacific Brands Limited (**Pacific Brands**) request a trading halt of PBG's listed ordinary shares with immediate effect.



PBG is a publicly listed company with ordinary shares listed on both the ASX and the NZX (it is an overseas listed issuer with its primary listing on the ASX).

This Application is made in concurrence with a trading halt application made by PBG to the ASX, with the intended effect that there will be a simultaneous halt in the trading of ordinary shares in PBG on both the ASX and NZX.

Pursuant to Listing Rule 5.4.1(a) PBG advises:

1. the trading halt is to take effect immediately until completion of an institutional placement (**Placement**) and a non-renounceable pro-rata entitlement offer to eligible institutional shareholders (**Institutional Entitlement Offer**) which are expected to complete before the opening of trading on 13 May 2009. We will advise if the trading halt is to be lifted earlier;
2. a detailed announcement of the outcome of the Placement and the Institutional Entitlement Offer will be made on 13 May 2009;
3. the proposed timetable (which is not for public release) relating to these offers and the retail offers that PBG also intends to undertake is attached to this application as a Schedule; and
4. PBG 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

SCHEDULE PROPOSED TIMETABLE

Event	Date
Trading halt applied (2 day halt request)	Monday, 11 May 2009 and Tuesday, 12 May 2009
Announcement date - placement and entitlement offer Placement and institutional entitlement offer materials released to market, including fixed price	Monday, 11 May 2009
Cleansing notice released to the market - entitlement offer	Monday, 11 May 2009 (Note: must be announced to ASX prior to time of opening of placement and institutional entitlement offer)
Placement and institutional entitlement offer - open date	Monday, 11 May 2009
Placement and institutional entitlement offer - close date	Tuesday, 12 May
Announcement of placement results and completion of institutional component of entitlement offer	Wednesday, 13 May 2009
Trading recommences	Wednesday, 13 May 2009
Record date – retail entitlement offer	7pm, Thursday, 14 May 2009
Retail entitlement offer - open date Dispatch of entitlement offer materials to retail investors Lodgement of entitlement offer materials with ASX	Tuesday, 19 May 2009
Institutional entitlement offer and placement - settlement date	Friday, 22 May 2009
Institutional entitlement offer and placement - allotment date	Monday, 25 May 2009
Cleansing Notice - placement (only)	Before 10am on Monday, 25 May 2009
Normal trading – placement and institutional entitlement offer	Monday, 25 May 2009
Retail entitlement offer – close date	Thursday, 4 June 2009

Event	Date
Retail entitlement offer - settlement date	Thursday, 11 June 2009
Retail entitlement offer shortfall notification to ASX Retail entitlement offer - allotment date	Friday, 12 June 2009
Normal trading commences	Monday, 15 June 2009
Despatch of holding statements	Tuesday, 16 June 2009