

Pacific Brands Limited
ABN 64 106 773 059

Registered Office

Level 3, 290 Burwood Road
Hawthorn, Victoria 3122 Australia
Ph: +61 3 9947 4900
Fax: +61 3 9947 4951
Email: enquiries@pacbrands.com.au
Website: www.pacificbrands.com.au

Investor Relations

Telephone: +61 3 9947 4900
Email: investorrelations@pacbrands.com.au

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Pacific Brands Limited
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Notice of Annual General Meeting

The 2004 Annual General Meeting of Pacific Brands Limited will be held as follows:

Date: Tuesday 26 October 2004

Time: 10.00 am

Venue: Savoy Ballroom
The Grand Hyatt
123 Collins Street
Melbourne, Australia

General Business

1 Financial Report

To receive and consider the financial statements of the Company for the period from 12 December 2003 to 30 June 2004 and the reports of the Directors and Auditor.

2 Election of Directors

(a) To elect Ms Maureen Plavsic as a Director.

Ms Maureen Plavsic retires in accordance with rule 8.1(c) of the Company's Constitution and, being eligible, offers herself for election.

(b) To elect Mr Pat Handley as a Director.

Mr Pat Handley retires by rotation in accordance with rule 8.1(d) of the Company's Constitution and, being eligible, offers himself for election.

By order of the Board



John Grover
Company Secretary
24 September 2004

Voting Information

Voting by Proxy

- A shareholder entitled to attend and vote at the meeting has a right to appoint a proxy to attend and vote instead of the shareholder. A Proxy Form is enclosed with this Notice of Meeting. A proxy is entitled to vote on a poll and, subject to no more than one proxy being appointed, on a show of hands.
- A proxy need not be a shareholder of the Company.
- A shareholder who is entitled to cast two or more votes may appoint two proxies. If you wish to appoint more than one proxy, please telephone Computershare Investor Services Pty Limited in Australia on 1300 132 632, in New Zealand on 09 488 8777, or international on +613 9415 4184 for an additional Proxy Form.
- Where two proxies are appointed, you should specify the proportion or number of votes each proxy is entitled to exercise. If the appointments do not specify the proportion or number of the shareholder's votes that each proxy may exercise, then each proxy may exercise half of the shareholder's votes. Where more than one proxy is appointed, neither proxy is entitled to vote on a show of hands.
- To be effective, a Proxy Form and the original (or a certified copy) of the power of attorney or any other instrument under which it is signed, must be received by the Company c/- Computershare Investor Services Pty Limited **by no later than 10.00am on Sunday 24 October, 2004 at:**
 - Postal address: Computershare Investor Services Pty Limited, GPO Box 242, Melbourne, Victoria 3001, Australia.
 - Delivery address: Computershare Investor Services Pty Limited, Yarra Falls, 452 Johnston Street, Abbotsford, Victoria 3067, Australia.
 - or if by facsimile:
to 03 9473 2555 (international +613 9473 2555).

Voting Rights

The Board has determined that a shareholder's voting entitlement at the meeting will be taken to be held by the persons who are the registered holders at 10.00am (Melbourne time) on Sunday 24 October 2004. Accordingly, share transfers registered after that time will be disregarded in determining entitlements to attend and vote at the meeting.

On a poll, shareholders have one vote for every fully paid ordinary share held.

If you propose to attend and vote at the meeting, please bring the accompanying Chairman's letter or the enclosed Proxy Form with you. This will assist in registering your attendance.

Explanatory Notes to Shareholders

Financial Report

The financial report for consideration at the meeting will consist of the reports of the Directors and Auditor and the financial statements of the Company for the period from 12 December 2003 to 30 June 2004.

Neither the Corporations Act nor the Constitution requires a vote of shareholders on the reports or statements. However, shareholders will be given opportunity to raise questions or comments on the reports and statements at the meeting. In addition, a reasonable opportunity will be given to members as a whole at the meeting, to ask the Company's Auditor questions relevant to the conduct of the audit and the preparation and content of the Auditor's report.

Resolutions 2(a) and (b) – Election of Directors

Maureen Plavsic

Independent Non-Executive Director

Age 48

Maureen joined the Board of Pacific Brands Limited in May 2004, bringing with her a wealth of experience in advertising, media buying and brand marketing.

Maureen is currently a Trustee of National Gallery of Victoria and was previously a Director of Opera Australia. Maureen previously spent 14 years in various executive roles at the Seven Network, where she was also a Board Member for five years. Her roles at the Seven Network included Director of Sales and Corporate Marketing and Managing Director and Chief Executive Officer, Broadcast Television. Maureen also held a major media role at Unilever for nearly three years.

Pat Handley

Chairman, Independent Non-Executive Director

BA (Econ), MBA (Finance)

Age 59

Pat Handley has been Chairman of Pacific Brands Limited since its incorporation in December 2003 and was Chairman of its predecessor, Pacific Brands Holdings Pty Ltd, from December 2001.

Pat brings with him over 30 years financial services experience, including international finance. Pat has held a variety of senior management roles in both large and small businesses and has experience in wholesale distribution businesses. He has previously been an Executive Director and Chief Financial Officer of Westpac Banking Corporation, Chairman and Chief Executive Officer of Country Savings Bank (USA), Chief Financial Officer of BancOne Corporation (USA) and a Director of Suncorp Metway Limited, AMP Limited and HHG plc.

In addition, Pat is currently an adviser to PricewaterhouseCoopers and Nomura Securities advising on various issues of corporate strategy.