



Date: 13-Jan-11

Company Announcement Officer
ASX Limited

No. of Pages (incl.): 2

NOTICE OF PERSON CEASING TO BE A SUBSTANTIAL HOLDER

Dear Sir/Madam,

Pursuant to Section 671 of the Corporations Act, AMP Limited hereby advises that it is no longer a substantial holder in Pacific Brands Limited.

The enclosed ASIC Form 605 discloses all required details.

Yours faithfully,

Raja Burman
Head of Corporate Actions
BNP Paribas Securities Services
Phone: 02 9222 0138

Form 605
Corporations Act 2001
Section 671B
Notice of Ceasing to be a Substantial Holder

To: **Pacific Brands Limited**

ACN/ARSN: 106 773 059

1. Details of substantial holder

Name: AMP Limited ACN 079 354 519 and its related bodies corporate.

The holder ceased to be a substantial holder on 11-Jan-2011
The previous notice was given to the company on 06-Oct-2010
The previous notice was dated 01-Oct-2010

2. Changes in relevant interests

Particulars of each change in, or change in the nature of, relevant interests of the substantial holder or an associate in voting securities of the company, since the substantial holder was last required to give a substantial holding notice to the company or scheme are as follows:

<i>Date of change</i>	<i>Person whose relevant interest changed</i>	<i>Nature of change</i>	<i>Consideration given in relation to change</i>	<i>Class and number of securities affected</i>	<i>Person's votes affected</i>
13-Oct-2010 to 4-Jan-2011	AMP Limited and its related bodies corporate.	Share acquisition	\$1,861,972.41	Fully Paid Ordinary 1,780,069	1,780,069
5-Oct-2010 to 11-Jan-2011	AMP Limited and its related bodies corporate.	Share disposal	-\$8,342,698.21	Fully Paid Ordinary -8,535,617	-8,535,617

3. Change in association

The persons who have become associates of, ceased to be associates of, or have changed the nature of their association with, the substantial holder in relation to voting interests in the company or scheme are as follows:

<i>Name and 'ACN</i>	<i>Nature of association</i>
No Changes	

4. Addresses

The addresses of persons named in this form are as follows:

<i>Name</i>	<i>Address</i>
AMP Limited and its related bodies corporate.	Level 24, 33 Alfred Street, Sydney NSW 20

This notice of change of interests of substantial holder (ASIC Form 605) comprises 1 page/s in total.