

Pochin's PLC

21 December 2006

Pochin's PLC (the 'Company')

Director/PDMR Shareholding

The Company was notified today that Mr Richard Fildes, a non-executive director of the Company, acquired 6,500 ordinary shares in the capital of the Company on 20 December 2006 at a price of 342.5p per share.

Following the transaction Mr Fildes has a beneficial interest in 6,500 ordinary shares in the Company representing 0.03 per cent. of the issued ordinary share capital.

Enquiries:

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