

Pochin's PLC

4 April 2007

Pochin's PLC (the 'Company')

Director/PDMR Shareholding

The Company has today been informed that Mr Jonathan Pochin, a director of a subsidiary company, today disposed of 15,000 ordinary shares in the capital of the Company at a price of 375p per share.

Mr Jonathan Pochin now has a beneficial interest in 463,559 ordinary shares in the Company being 2.2 per cent. of the total voting rights of the Company.

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