

11 May 2007

Pochin's PLC (the 'Company')

Director/PDMR Shareholding

The Company has been notified of the following:

Mr R G Buck, a director of the Company, has made application for the exercise of 9,000 share options in the capital of the Company at a price of 121p per share. Following the issue of these new shares, Mr R G Buck will have a beneficial interest in 24,721 ordinary shares in the Company being 0.11 per cent of the total voting rights of the Company.

Mr D R R Pochin, a director of the Company, has made application for the exercise of 4,500 share options in the capital of the Company at a price of 121p per share. Following the issue of these new shares, Mr D R R Pochin will have a beneficial interest in 10,500 ordinary shares in the Company being 0.05 per cent of the total voting rights of the Company.

Mr E E Bredenhann, a [Marketing Director] of the Company, has made application for the exercise of 4,500 share options in the capital of the Company at a price of 121p per share. Following the issue of these new shares, Mr E E Bredenhann will have a beneficial interest in 4,500 ordinary shares in the Company being 0.02 per cent of the total voting rights of the Company.

Mr A M J Pochin, a director of the Company, has exercised 4,500 share options in the capital of the Company at a price of 121p per share. Following this acquisition, Mr A M J Pochin now has a beneficial interest in 19,003 ordinary shares in the Company being 0.09 per cent of the total voting rights of the Company.

Contact:

Mr D Hedley
Pochin's PLC

Tel: 01606 833333

Philip Davies/Anthony Noakes
Charles Stanley Securities

Tel: 020 7149 6000