

21 March 2007

Pochin's PLC (the 'Company')

Director/PDMR Shareholding

The Company was notified today that the wife of Mr David Pochin, Mrs Karen Pochin, has disposed of 4,500 ordinary shares in the capital of the Company at 381.55 pence.

Mr Pochin, an Executive Director of the Company, now has a beneficial interest in 6,000 ordinary shares in the Company representing 0.03 per cent. of the total voting rights of the Company

Contact:

David Hedley
Company Secretary
Pochin's PLC

Tel: 01606 833 333

Philip Davies / Anthony Noakes
Charles Stanley Securities

Tel: 020 7149 6000