

23 November 2007

**Pochin's PLC (the 'Company')**

**Director/PDMR Shareholding**

The Company has been notified of the following:

Mr Geoffrey Duggan, a senior manager of a subsidiary company, exercised 2,500 share options in the capital of the Company on 21 November 2007 at a price of 200p per share. Mr Geoffrey Duggan now has a beneficial interest in 2,500 ordinary shares in the Company being 0.01 per cent of the total voting rights of the Company.

Mrs Catherine Jackson, a senior manager of the Company, exercised 4,500 share options in the capital of the Company on 22 November 2007 at a price of 198p per share. Mrs Catherine Jackson now has a beneficial interest in 4,500 ordinary shares in the Company being 0.02 per cent of the total voting rights of the Company.

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