

Pochin's PLC

26 March 2007

Pochin's PLC (the 'Company')

Director/PDMR Shareholding

The Company announces that Mr A M J Pochin, a director of a subsidiary company, disposed of 4,500 ordinary shares in the capital of the Company on 21 March 2007 at a price of 385p per share and disposed of 1,000 ordinary shares in the capital of the Company on 26 March 2007 at a price of 385p per share.

Mr A M J Pochin now has a beneficial interest in 14,503 ordinary shares in the Company being 0.07 per cent. of the total voting rights of the Company.

Contact:

David Hedley

Tel: 01606 833333

Company Secretary

Pochin's PLC

Philip Davies / Anthony Noakes

Tel: 020 7149 6000

Charles Stanley Securities