

26 November 2007

Pochin's PLC (the 'Company')

Director/PDMR Shareholding

The Company has been informed today that Mr. John Russell, a director of a subsidiary company, exercised 4,500 share options in the capital of the Company on 23 November 2007 at a price of 200p per share. Mr. John Russell 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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