

Pochin's PLC ("Pochin's" or the Company)

Director/PDMR Shareholding

The Company was informed today that Quiros Limited, a company in which Mr Michael Chadwick has a non-beneficial interest, purchased 150,000 ordinary shares in the capital of the Company between 25 - 27 March 2008 at a price of 180p per share. Mr Chadwick is a non-executive director of Pochin's.

Quiros Limited now has a beneficial interest in 4,743,364 ordinary shares in the Company, being 22.80 per cent of the total voting rights. Accordingly, Mr Chadwick now has a beneficial interest in 14,000 ordinary shares in the Company, being 0.06 per cent of the total voting rights of the Company and a non-beneficial interest in 4,750,164 ordinary shares in the Company, being 22.83 per cent of the total voting rights of the Company.

31 March 2008

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