

23 January 2009

Pochin's PLC (the "Company")

Director/PDMR Shareholding

The Financial Services Authority ("FSA") has recently issued a statement to clarify some divergent interpretations of the disclosure requirements under the Disclosure and Transparency Rules ("DTR") for directors who grant security over their shareholdings by the creation of a security interest such as a pledge, mortgage or charge. The FSA now states that all grants of security over shares owned by persons discharging managerial responsibilities ("PDMRs") and their connected persons are required to be disclosed to the market by 23 January 2009.

The Company was notified today of the following grant of security over shares in the Company.

Mr. James Nicholson, a main board director of the Company, has a beneficial interest in 651,945 ordinary shares in the Company, representing 3.13 per cent. of the total voting rights of the Company. These shares have been charged as security for a bank guarantee taken out by Mr. Nicholson with Natwest Bank PLC.

No other director of the Company has granted security over or entered into any financial instruments relating to any of their holdings of Ordinary Shares in the Company.

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