

Pochin's PLC (the "Company")

Director/PDMR Shareholding

The Company has been informed that Mr Michael Chadwick purchased 10,000 ordinary shares in the capital of the Company on 24 March 2010 at a price of 75p per share. Mr Chadwick is a non-executive director of the Company.

Mr Chadwick now has a beneficial interest in 24,000 ordinary shares in the Company, being 0.11 per cent of the total voting rights of the Company and a non-beneficial interest in 4,840,164 ordinary shares in the Company, being 23.27 per cent of the total voting rights of the Company.

25 March 2010

Contact:

David Hedley
Company Secretary
Pochin's PLC

Tel: 01606 833 333

Russell Cook / Carl Holmes
Charles Stanley Securities

Tel: 020 7149 6000