

Pumpkin Patch Limited
Segment Information
Attachment to NZX Appendix 1
Year ended 31 July 2010

	Australia Retail		New Zealand Retail		United Kingdom Retail		United States Retail		Wholesale & Direct		Head Office		Group	
	2010 \$NZ'000	2009 \$NZ'000	2010 \$NZ'000	2009 \$NZ'000	2010 \$NZ'000	2009 \$NZ'000	2010 \$NZ'000	2009 \$NZ'000	2010 \$NZ'000	2009 \$NZ'000	2010 \$NZ'000	2009 \$NZ'000	2010 \$NZ'000	2009 \$NZ'000
Assets	57,986	57,348	19,567	18,504	26,199	31,921	6,030	9,412	21,449	18,373	47,358	52,631	178,589	188,189
Revenue	198,276	203,426	58,908	64,357	52,455	59,200	19,138	22,825	53,217	62,540	204	197	382,198	412,545
Interest expense											2,549	5,144	2,549	5,144
Result														
Segment Operating Result	38,705	38,469	11,310	11,125	(885)	(4,962)	(2,685)	(9,289)	13,708	16,583	(22,393)	(24,543)	37,760	27,383
Non-recurring expenses		0		(163)		(6,377)		(10,247)		0			0	(16,787)
Income Tax											(12,258)	(8,834)	(12,258)	(8,834)
Loss from Discontinued activities								(28,501)					0	(28,501)
Total Result	38,705	38,469	11,310	10,962	(885)	(11,339)	(2,685)	(48,037)	13,708	16,583	(34,651)	(33,377)	25,502	(26,739)

"Non-recurring expenses" allocated to segments represent impairment of continuing stores

The Company operates in one industry being the retailing and wholesaling of children's clothing.

Inter-segment sales are on an arms length basis and are not reported in the figures above.