

SHAREHOLDER INFORMATION FOR THE YEAR ENDED 31 JULY 2010

size of holdings	number of holders	%	number of shares	%
1 - 1,000	1,891	30.08	1,213,374	0.73
1001 - 5,000	2,862	45.53	8,038,676	4.82
5,001 - 10,000	890	14.16	6,813,753	4.08
10,001 - 100,000	590	9.39	14,934,914	8.95
Over 100,000	53	0.84	135,934,082	81.43
	6,286	100.00	166,934,799	100.00

The details set out above were as at 31 August 2010.

PRINCIPAL SHAREHOLDERS

The names and holdings of the twenty largest registered shareholders as at 31 August 2010 were:

	Ordinary Shares	%
New Zealand Central Securities Depository Limited	38,945,342	23.22
Nigel P Smith and Wynyard Wood Trustee Services Limited	20,000,000	11.98
JBWERE (NZ) Nominees Limited (45230 a/c)	16,791,181	10.06
JBWERE (NZ) Nominees Limited (31098 a/c)	15,700,000	9.40
Maurice J Prendergast, Kerry D Prendergast and Stuart G Callender	10,620,000	6.36
Mark J Synnott, Sally R Synnott and The Gale Trustee Company Limited	9,500,000	5.69
JBWERE (NZ) Nominees Limited (43331 a/c)	6,000,000	3.59
Gregory J Muir, Debra J Muir and Geoffrey A Lawrie	1,461,900	0.88
FNZ Custodians Limited	1,342,304	0.80
Bruce M Walkley, Deborah F Walkley, Nigel P Smith	1,200,000	0.72
Pumpkin Patch Nominees Limited	857,217	0.51
Christine Conyngham	813,510	0.49
Investment Custodial Services Limited	781,142	0.47
Custodial Services Limited (3 a/c)	759,469	0.45
Joanna Hickman, John A Callaghan, Kevin J Hickman and John W Ryder	720,000	0.43
Brendon Thomas, Katrina Thomas, and John Turrall	635,000	0.38
NZPT Custodians (Grosvenor) Limited	536,575	0.32
Adrastea Limited	511,168	0.31
Kay Gillard	510,289	0.31
JBWERE (NZ) Nominees Limited (31100 a/c)	500,000	0.30

SUBSTANTIAL SECURITY HOLDERS

Pursuant to Section 26 of the Securities Markets Act 1988, the following substantial security holders at 31 August 2010 were as follows:

	Ordinary Shares
Setar A Motani (notice dated 16 June 2006)	20,000,000
Janet Heather Cameron (notice dated 29 April 2010)	16,086,181
Rodney Adrian Duke and Alaister John Wall (notice dated 11 June 2008)	15,700,000
ING NZ Limited (notice dated 30 November 2009)	13,479,304
Maurice J Prendergast and Kerry D Prendergast (notice dated 29 June 2010)	10,620,000
Fisher Funds Management Limited (notice dated 10 June 2008)	10,073,400
Mark J Synnott and Sally R Synnott (notice dated 19 October 2010)	9,506,800



CORPORATE DIRECTORY

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New Zealand

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Website: www.pumpkinpatch.co.nz

Investor Relations
E-mail: investor@pumpkinpatch.co.nz
Website: www.pumpkinpatch.biz

Share Registrar
Link Market Services Limited
PO Box 384
Ashburton
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Phone: +64 3 308 8887
Facsimile: +64 3 308 1311

Solicitors
Simpson Grierson
Private Bag 92 518
Shortland Street
Auckland
New Zealand

Auditors
PricewaterhouseCoopers
Private Bag 92 162
Auckland
New Zealand

EXECUTIVE TEAM

Maurice Prendergast..... Chief Executive Officer
Chris Cardwell General Manager – Property
Chrissy Conyngham Group General Manager/Design Director
Neil Cowie Chief Operating Officer
Dominique De Give..... General Manager – Wholesale
Brian De Gregory General Manager – Human Resources
Glenys Hoffman..... General Manager – Operations
Bronny Jacobsen General Manager – Merchandise
Kate Tattersfield..... General Manager – Marketing
Zarina Thesing General Manager – Information Technology
Bruce Walkley General Manager – Direct
Matthew Washington Chief Financial Officer/Company Secretary

