

SHAREHOLDER INFORMATION (continued)
FOR THE YEAR ENDED 31 JULY 2008

SUBSTANTIAL SECURITY HOLDERS

Pursuant to Section 26 of the Securities Markets Act 1988, the following substantial security holders at 31 August 2008 were as follows:

| | Ordinary Shares |
|--|----------------------------|
| Setar A Motani (notice dated 16 June 2006) | 20,000,000 |
| Rodney Adrian Duke and Alaister John Wall (notice dated 11 June 2008) | 15,700,000 |
| ING NZ Limited (notice dated 14 December 2007) | 12,592,461 |
| Janet Heather Cameron (notice dated 4 July 2008) | 10,588,547 |
| Maurice J Prendergast and Kerry D Prendergast (notice dated 22 April 2008) | 10,540,400 |
| Fisher Funds Management Limited (notice dated 10 June 2008) | 10,073,400 |
| Mark J Synnott and Sally R Synnott (notice dated 10 March 2008) | 10,006,800 |

EXECUTIVE TEAM

Maurice Prendergast
Chief Executive Officer

Lyn Bryant
General Manager – Operations

Chris Cardwell
General Manager – Property

Chrissy Conyngham
Group General Manager/Design Director

Neil Cowie
Chief Operating Officer

Bronny Jacobsen
General Manager – Merchandise

Sarah O'Dowda
General Manager – Human Resources

Kate Tattersfield
General Manager – Marketing

Zarina Thesing
General Manager – Information Technology

Rhonda Venning
General Manager – Merchandise Planning

Bruce Walkley
General Manager – Direct

Matthew Washington
Chief Financial Officer/Company Secretary

CORPORATE DIRECTORY

Registered Office

439 East Tamaki Road
Auckland
New Zealand

Contact Details

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Auckland
New Zealand

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Facsimile: +64 9 274 1122

Website: www.pumpkinpatch.co.nz

Investor Relations

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Website: www.pumpkinpatch.biz

Share Registrar

Link Market Services Limited
PO Box 384
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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
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