



Pumpkin Patch Limited

Pumpkin Patch Limited has today announced changes to its senior management team.

Greg Muir, the company's Executive Chairman is to step down from his executive management role leading the Company's Wholesale Division. Greg will remain as Chairman of the Board of Directors and will become a non-executive board member on 1 January 2009.

Greg's executive position was established as an interim role in 2004 to assist in the listing of the Company on the New Zealand Stock Exchange and in growing the Wholesale Division whilst the Chief Executive Officer focused on growing the international network of Company owned retail stores.

Neil Cowie, Pumpkin Patch's Chief Operating Officer, is to take over the day to day responsibility of the Company's Wholesale Division effective 1 November 2008. This includes the management and coordination of existing Wholesale markets and the ongoing research and development of new markets around the world.

The Company's Chief Executive Officer, Maurice Prendergast, said "I would like to thank Greg for the effort he has put in nurturing the Wholesale Division and developing relationships with customers over the last 5 years. The division is now a major earnings generator for the Company and is a very important part of Pumpkin Patch's long term global strategy".

He added "Our long term vision is that Pumpkin Patch will become a true global fashion brand. Having Neil responsible for the Retail and Wholesale Divisions, while working closely with the Direct Division, will mean a full multi channel approach can be applied to all current and future markets".

On behalf of the Board of Directors

A handwritten signature in black ink that reads 'Maurice Prendergast'.

Maurice Prendergast
Chief Executive Officer

Pumpkin Patch Limited
14 October 2008

For further information please contact:
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