



MEDIA RELEASE FOR IMMEDIATE RELEASE

Pumpkin Patch Limited announces share buyback

Pumpkin Patch Limited today gave notice that it intends to undertake an on market buyback of up to a maximum of 8,350,000 ordinary shares in accordance with Listing Rule 7.6.2. The purchases may occur within the period from 28 November 2008 through to 23 November 2009.

The Company's Chief Executive Officer, Maurice Prendergast, said "The buyback reflects our belief in the true underlying value of the Pumpkin Patch brand and our confidence in the Company's continued financial performance into the future."

Prendergast added "By undertaking this buyback, Pumpkin Patch is pro-actively managing its capital structure to provide a valuation benefit to remaining shareholders."

Pumpkin Patch Limited has appointed First NZ Capital to act on its behalf in relation to the buy back.

On behalf of the Board of Directors

A handwritten signature in black ink, appearing to read "Matthew Washington".

Matthew Washington
Chief Financial Officer
Pumpkin Patch Limited
24 November 2008

For further information please contact:
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