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9 December 2010

Announcements Officer
Company Announcements Office
Australian Stock Exchange Limited
South Tower, Rialto
525 Collins Street
MELBOURNE VIC 3000

Dear Sir/Madam

Media Reports of PFL "deal" with Sara Lee

Articles in the Fairfax media today have referred to a rumour that Patties Foods Ltd (PFL) is about to close a deal to buy Sara Lee's local food brands.

PFL advises the market that the rumour is absolutely false. PFL has had no discussions with Sara Lee.

Yours faithfully

CHRIS RIORDAN
Chairman

For further information contact:
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