

15 December 2009

Best of the Best plc
(“Best of the Best” or “the Company”)

Trading Update

Best of the Best, which display luxury cars as competition prizes within airport terminals and online is pleased to announce that trading for the 6 month period to 30 October 2009 has been in line with market expectations.

During this period, the company successfully launched it's new IT systems and website, an improved platform which has been designed to support an increased level of online business in the future. The Company has ended the period with increased cash balances and Directors are confident of steady trading in the second half of the year.

The results for the 6 months ended 30 October 2009 are expected to be announced on 27 January 2009.

Enquiries:

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