

2 November 2009

**Best of the Best plc**  
**(“Best of the Best” or “the Company”)**  
**Director Shareholding**

The Company was informed today that Michael Hindmarch, Non-executive Chairman, acquired 51,000 ordinary shares in the Company on 2 November 2009 at a price of 30 pence per share.

Accordingly, Mr Hindmarch has a beneficial interest in 1,108,367 ordinary shares, representing 8.71 per cent. of the issued ordinary share capital of the Company.

In addition, Rupert Garton, Commercial Director, acquired 34,000 ordinary shares in the Company on 2 November 2009 at a price of 30 pence per share.

Accordingly, Mr Garton has a beneficial interest in 443,619 ordinary shares, representing 3.49 per cent. of the issued ordinary share capital of the Company.

**Enquiries:**

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