

08 November 2013

**Best of the Best plc
("Best of the Best" or "the Company")**

Trading Update

Best of the Best plc, which runs competitions to win luxury prizes online and at retail locations, is pleased to announce that trading for the 6 month period to 30 October 2013 has been ahead of Directors' expectations.

Revenues from the physical sites have been solid and online sales have been encouraging, showing an increase over the same period in the prior year. The Company has continued to trade profitably, ending the period with increased cash balances and the Directors are confident of steady trading in the second half of the year.

The results for the 6 months ended 30 October 2013 are expected to be announced on 13 January 2014 and the Directors look forward to updating shareholders with further detail at that time.

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