

**24 April 2012**

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

The Company has been informed that William Hindmarch, Chief Executive, has today sold 25,000 ordinary shares at a price of 22 pence per share to his SIPP.

There is no change in the beneficial holding of William Hindmarch as a result of this transaction.

Accordingly, Mr Hindmarch has a beneficial interest in 4,980,268 ordinary shares, representing 53.14% of the total voting rights of the Company.

**Enquiries:**

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