

29 November 2011

**Best of the Best plc**  
**(“Best of the Best” or “the Company”)**  
**Exercise of Call Option**

The Company has today exercised the call option in the Repurchase Agreement and has bought back 1,874,419 Ordinary Shares at a price of 63 pence per share.

The Company intends to cancel these Ordinary Shares along with 34,500 Ordinary Shares held in Treasury. As a consequence of such cancellation the issued share capital of the Company will be 9,372,100 Ordinary Shares. A further announcement will be made once the cancellation has been completed.

Terms used in this announcement shall have the meaning ascribed to them in the circular sent to Shareholders on 4 November 2011 unless otherwise stated.

**Enquiries:**

Best of the Best plc	William Hindmarch, Chief Executive Rupert Garton, Commercial Director	T: 020 7371 8866
----------------------	--------------------------------------------------------------------------	------------------

Charles Stanley Securities Nominated Adviser	Mark Taylor/Luke Webster	T: 020 7149 6000
-------------------------------------------------	--------------------------	------------------

Please visit [www.botb.com](http://www.botb.com) for further information