

30 January 2007

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

The Board of Best of the Best was informed today that the Company's Non Executive Chairman, Michael Hindmarch, yesterday purchased 15,421 Ordinary Shares of 5p each at a price of 43.5p per share bringing his total holding in the Company up to 735,421 Ordinary Shares which represents 5.78 per cent. of the Issued Ordinary Share Capital of the Company.

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