

19 April 2010

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

**Trading Update**

Best of the Best plc, the business that displays luxury cars as competition prizes within airport terminals and online would like to update the market regarding the impact of the current flight restrictions on trading at its European airport sites.

Due to the Volcanic eruption in Iceland all of our airport sites (which are located “airside”) have been closed for business since the morning of Thursday 15<sup>th</sup> April. It is currently not known how long this situation will continue.

Since we last updated investors with our interim results, trading had been in line with expectations. However, this major unforeseen disruption will negatively impact revenues and profits for the full year ending 30<sup>th</sup> April 2010.

Despite this setback the business is resilient and we retain cash balances in excess of £2.2 million. We have recently been awarded a contract at the new Terminal 2 at Dublin Airport and look forward to our site reopening in Edinburgh following a major terminal refurbishment.

The Directors expect to announce full year results in July 2010.

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