

23 February 2009

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

The Company was informed today that Michael Hindmarch, Non-executive Chairman, acquired 235,000 ordinary shares in the Company on 23 February 2009 at a price of 27.25 pence per share.

Accordingly, Mr Hindmarch has a beneficial interest in 1,034,421 ordinary shares, representing 8.13 per cent. of the issued ordinary share capital of the Company.

**Enquiries:**

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