

12 January 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 24,000 ordinary shares in the Company on 12 January 2009 at a price of 26.5 pence per share.

Accordingly, Mr Hindmarch has a beneficial interest in 769,421 ordinary shares, representing 6.04 per cent. of the issued ordinary share capital of the Company.

**Enquiries:**

Best of the Best plc	William Hindmarch, Chief Executive Rupert Garton, Commercial Director	T: 020 7371 8866
Biddicks	Shane Dolan	T: 020 7448 1000
Charles Stanley Securities	Mark Taylor/Freddy Crossley	T: 020 7149 6000