

Best of the Best PLC (Best.L)

Trading Update
Trading in line with expectations

21 November 2007

Best of the Best PLC, which displays luxury cars as competition prizes within airport terminals and online, is pleased to announce a trading update for the six months ended 31 October 2007.

Trading during the first half of the year has been strong compared with the first half of the previous year with new sites in Birmingham Airport, Heathrow Terminal 2 and Nottingham East Midlands Airport now successfully integrated into the Group and performing well. The Company is currently trading in line with market expectations for the year to 30 April 2008.

The interim results for the six months ended 31 October 2007 are expected to be announced on 15 January 2008.

For details of press and analyst meetings, please call Shane Dolan at Biddicks on 0207 448 1000.

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