

21 March 2007

**Best of the Best plc**  
**(“Best of the Best” or “the Company”)**  
**Holding(s) in Company**

**TR-1(i): NOTIFICATION OF MAJOR INTERESTS IN SHARES**

- 1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached (ii):**

Best of the Best PLC

- 2. Reason for the notification (please state Yes/No): ( )**

An acquisition or disposal of voting rights: (No)

An acquisition or disposal of financial instruments which may result in the acquisition of shares already issued to which voting rights are attached: (No)

An event changing the breakdown of voting rights: (No)

Other (please specify): (Yes) Disclosure of Total Voting Rights

- 3. Full name of person(s) subject to the notification obligation (iii):**

William Seward Hindmarch

- 4. Full name of shareholder(s) (if different from 3.) (iv):**

As above

- 5. Date of the transaction (and date on which the threshold is crossed or reached if different) (v):**

14/08/06

- 6. Date on which issuer notified:**

14/08/06

- 7. Threshold(s) that is/are crossed or reached:**

46%

**8. Notified details:**

N/A

**A: Voting rights attached to shares**

Class/type of shares if possible using the ISIN CODE	Situation previous to the Triggering transaction (vi)	
	Number of shares	Number of voting Rights (viii)
GB00B16S3505 Ord 5p		

**Resulting situation after the triggering transaction (vii)**

Class/type of shares if possible using the ISIN CODE	Number of shares	Number of voting rights (ix)		% of voting rights	
		Direct (x)	Indirect (xi)	Direct	Indirect
GB00B16S3505 Ord 5p	5,950,000	5,950,000		46.8%	

**B: Financial Instruments**

**Resulting situation after the triggering transaction (xii)**

Type of financial instrument	Expiration Date (xiii)	Exercise/Conversion Period/ Date (xiv)	Number of voting rights that may be acquired if the instrument is exercised/ converted.	% of voting rights
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**Total (A+B)**

Number of voting rights	% of voting rights
5,950,000	46.8%

**9. Chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held, if applicable <sup>(xv)</sup>:**

N/A

**Proxy Voting:**

**10. Name of the proxy holder:**

N/A

**11. Number of voting rights proxy holder will cease to hold:**

N/A

**12. Date on which proxy holder will cease to hold voting rights:**

N/A

**13. Additional information:**

N/A

**14. Contact name:**

William Hindmarch

**15. Contact telephone number:**

0207 3718866

**Annex to Notification Of Major Interests In Shares (xvi)**

**A: Identity of the person or legal entity subject to the notification obligation:**

**Full name** (including legal form for legal entities):

William Saward Hindmarch

**Contact address** (registered office for legal entities):

47 Walton Street, London SW3 2HT

**Phone number:**

0207 3718866

**Enquiries:**

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