14 September 2006

Best of the Best plc
("Best of the Best" or "the Company")

Director Shareholding

The board of Best of the Best was informed today that the Company's Non Executive Chairman, Michael Hindmarch, today purchased a further 10,000 Ordinary Shares of 5p each at a price of 59.5p per share bringing his total holding in the Company up to 720,000 Ordinary Shares which represents 5.66 per cent. of the Issued Ordinary Share Capital of Company.

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Please visit www.bestofthebest.co.uk for further information