

21 July 2008

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

Trading Update

Director Shareholding

The Board of Best of the Best was informed on Friday 18th July 2008 that Colin Hargrave, Non-Executive Director, purchased 15,151 Ordinary Shares of 5p, on that same day, at a price of 33 pence per share bringing his total holding in the Company up to 15,151 Ordinary Shares which represents 0.12 per cent. of the Issued Ordinary Share Capital of the Company.

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