

Friday 2 May 2008

Best of the Best plc
("the Company")

Trading Update

Best of the Best PLC, which displays luxury cars as competition prizes within airport terminals and online, is pleased to announce a trading update.

Trading Update

Revenues for the full year ended 30 April 2008 are expected to be slightly below market expectations. Due to the high operational gearing of the business even a small reduction in revenues will have a disproportionate impact on profits and therefore although revenue and profit is expected to be well ahead of the year to 30 April 2007, profits are expected to be below market expectations for the year to 30 April 2008.

The shortfall in revenues is largely attributable to the loss in November 2007 of the site in Heathrow's Terminal 3, which we were unable to include in our new 7 year pan-airport contract due to the reconfiguration of retail space and the expansion of security facilities. Unfortunately, although other new sites were expected to compensate for any loss in revenues from Terminal 3, full integration of the new sites in Copenhagen and Heathrow Terminal 5 has been slower than expected. However, our new flagship site in Terminal 5 has been well received and recently started to trade well despite the delay in the transfer of flights to the new terminal. Initial trading of our first site overseas at Copenhagen has been satisfactory from a temporary site but we look forward to the completion of unanticipated building works in the terminal so we can install our permanent site and it can realise its full potential.

Overall our airport sites continue to perform well, despite the tougher retail conditions being experienced in the wider market. Having agreed terms, we are in the process of signing a contract to open in Bristol airport and we are continuing to explore opportunities with further overseas airports, and other retail venues in the UK.

The results for the year ended 30 April 2008 will be released during the week commencing 14 July 2008.

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