

2 February 2007

**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, yesterday purchased 10,000 Ordinary Shares of 5p each at a price of 54.5p per share bringing his total holding in the Company up to 745,421 Ordinary Shares which represents 5.86 per cent. of the Issued Ordinary Share Capital of the Company.

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