

8 December 2006

Best of the Best plc
(“Best of the Best” or “the Company”)

Trading Update

Best of the Best plc, the business that displays luxury cars as competition prizes within airport terminals is pleased to announce that agreement has been reached to install a site within Heathrow Terminal 5. This site is expected to start operating during the first half of 2008. Best of the Best will then operate from 13 sites within 12 airport terminals throughout the UK.

Largely as a result of the numerous security alerts across many UK airports the Company experienced particularly challenging trading conditions during the summer months. As a result, the Directors believe that results for the year ending 30 April 2007 will be slightly below market expectations. Whilst this news is disappointing, the Board is pleased to announce significant improvements to trading since September with strong sales in October and record sales in November. A significant contributing factor to last months record was the launch of the new £20 Supercar Competition. This competition has generated wider interest amongst consumers with average turnover at each terminal, since the launch, significantly ahead of budget.

The Directors expect to announce interim results on the week commencing 29 January 2007 and also to announce further site contract wins within the current financial year.

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