

APPENDIX - ADMISSION DOCUMENT EQUIVALENT INFORMATION

Information required by Schedule Two of the AIM Rules which is not currently public

- (a) Information equivalent to that which would be required by Annex I-III of the Prospectus Rules other than the information specified in paragraph (b) of Schedule Two of the AIM Rules.

ANNEX I

1. PERSONS RESPONSIBLE

- 1.1 The directors of the Company, whose names appear in the paragraph below, accept responsibility for the information contained in this announcement.

The Directors of the Company, all of Valley Road, Birkenhead, Merseyside, CH41 7ED and their functions are as follows:

Peter Robert Johnson	Executive chairman
Christopher Houghton	Group managing director
Martin Richard Stewart	Group finance director
Gary Anthony Woods	Managing director of the retail division
Christopher James Baker	Non-executive director
Raymond George Marcall	Non-executive director

- 1.2 To the best of the knowledge and belief of the Directors (who have taken all reasonable care to ensure that such is the case), the information contained in this announcement is in accordance with the facts and does not omit anything likely to affect the import of such information.

2. STATUTORY AUDITORS

- 2.1 Public information - www.parkgroup.co.uk
2.2 Not applicable

3. SELECTED FINANCIAL INFORMATION

Not applicable

4. RISK FACTORS

The Group's business, financial condition and/or results of operations could be materially and adversely affected by any of the risks described below. In such cases, the market price of the Company's securities may decline and investors may lose all or part of their investment. Additional risks and uncertainties not presently known to the Directors, or that the Directors currently deem immaterial, may also have an adverse affect on the Group. The Directors consider the following risks to be the most significant for investors in the Company and all the material risks known to them at this time. The risks listed do not necessarily comprise all those associated with an investment in the Company and are not set out in order of priority.

4.1 General risk factors

Investment Risk

Potential investors should be aware that the value of shares can rise or fall. The ability of an investor to sell Ordinary Shares will depend on there being a willing buyer for them at an acceptable price. Consequently it might be difficult for an investor to realise his/her investment in the Company and the investor may lose all his/her investment.

Attraction and retention of key employees

The Group depends on its Directors and other key personnel, the loss of the services of any directors or other key employees could damage the Company's business, financial condition and results of operations.

Economic

General public confidence about the future economic conditions or the performance of the Group may impact on the ability/desire to trade with the Company or its subsidiaries and result in a downturn in customer demand.

Political

Political risks caused by unrest or uncertainty, activity by public interest groups or extremists can impact on the corporate reputation of the Group and could potentially result in a downturn in demand for the Group's products and services.

Legislation

The introduction of new laws and regulations in relation to health and safety, employment rights, working time, insurance, and other areas related to the business of the Group could increase the costs associated with providing the services supplied by the Group. Such increased costs may not be recoverable from customers in whole or in part.

Taxation

Changes in the current UK taxation legislation including corporate, personal, capital and indirect taxation could have an adverse effect on the Company's business, financial condition and results of operations. Such changes may affect the taxation liabilities of Ordinary Shareholders in relation to the Ordinary Shares. The effective tax rate paid by the Group may be increased by a number of factors including changes in law and accounting standards and the Group's overall approach to such matters.

4.2 Risks relating to the Group**Reputation**

The Company is vulnerable to adverse market perception in respect of its products and services. Adverse commentary in relation to the Group or markets in which it operates could result in a downturn in demand for its products and services.

Disruption to the banking system

Any disruption to the banking system, in particular the giro bank system, would adversely impact on the Company's ability to collect payments from customers and could adversely affect the Group's cash position.

Pensions

The Group operates a final salary pension scheme. As at 31 March 2007 the deficit in respect of the scheme, calculated on an IAS 19, Employee Benefits, basis was £2.2 million. Under UK law, the participating employers in the scheme are required, in effect, to guarantee its liabilities. Although the Group has put in place funding arrangements designed to address the deficit on the scheme which are believed to be appropriate, it is possible that the deficit may increase and additional funding may be required.

Business continuity

The Company plans and tests its business continuity procedures in preparation for catastrophic events and for the existence of counterfeit vouchers. This may serve to reduce the impact of any such events, however there remains a risk of a material adverse impact being experienced by the Company in the event of an unforeseen catastrophic event occurring.

IT systems

IT systems are essential for the effective operation of the Company and its subsidiaries. A sustained failure to maintain the integrity and efficiency of existing systems could

adversely affect the Group's business, financial condition and results of operations.

Health and safety

A serious health and safety incident which required the closure of the packing and fulfilment site in the peak packing season could adversely impact on the Group's business, financial condition and results of operations.

Relationships with high street retailers

The Christmas business is dependent on the success of the high street gift voucher which is dependent on the Group's relationships with its high street retail partners. Any factors which adversely impact on relationships with these partners could have an adverse impact on the business, financial condition and results of operations of the Group.

Voucher redemption patterns

The major product of the group is the High Street Gift Voucher. The cash flows to the group from this voucher are dependent upon consumer spending patterns. Any changes to these patterns could alter the interest earned arising from these cash balances.

Failure of the distribution network

The failure of the distribution network during the Christmas delivery period, for example a Post Office strike, road network disruption or fuel shortages, could have an adverse effect on the business, financial condition and results of operations of the Group.

Park Prepayments Trust

Payments made by agents are held in trust until the date of release to Park in accordance with the terms of the trust deed. Park does not have access to monies held in trust until the date of release as above.

Promotional activity

The success of the Group's annual promotional campaign is essential to ensure the continued recruitment of customers. Failure of its annual promotional campaign may result in a loss of custom and subsequent loss of revenues for the Group.

The Group is dependent on the cost effective use of television advertising, an efficient postal service, cost effective fuel and distribution services, and a supply of temporary labour. Increased costs in respect of any of these items which cannot be passed on to customers could adversely affect the Group's business, financial condition and results of operations.

Competition

The Group faces competition in all of its businesses. To stay competitive it will need to introduce successful new products and may also have to adjust the prices of some its products. The Group's businesses, financial condition and results of operations may suffer if it does not compete effectively.

5. INFORMATION ABOUT THE ISSUER

5.1.1 Public Information - www.parkgroup.co.uk

5.1.2 Public Information - www.parkgroup.co.uk

5.1.3 Date of incorporation - **23 June 1983**

5.1.4 Public Information - The Company is a public company incorporated in England under the Companies Acts 1948 to 1981.

5.1.5 The business was founded by Peter Johnson in 1967, and the first group company was incorporated in 1969. The Company grew organically and through acquisition; the major acquisitions being Chrisco Hampers, Country Hampers, Heritage Hampers,

Family Hampers, and Home Farm Hampers acquired in 1982, 1988, 1994, 2006 and 2007 respectively. The multi-retailer gift voucher called the High Street Gift Voucher ("**High Street Gift Voucher**" or "**HSGV**") was established in 1982. Vouchers, gifts and hampers are sold through a network of agents who collect weekly "savings" as payment. Collectively, these businesses comprise the cash savings business of the Company under Park Retail Limited ("**Park Retail**"). In 1997 Park changed its name from Park Food Group plc to Park Group plc to reflect its reduced focus on food relative to cash savings for its High Street Gift Voucher.

Park Group's cash lending business was established in 1998. This business operates under Park Direct Credit Limited ("**PDC**"). Pursuant to an agreement dated 12 July 2006, the Company has disposed of the PDC unsecured home collected loan portfolio and certain catalogue business contracts for a cash consideration of circa £8.0 million.

Park Financial Services Limited was launched in 2004. This was a mortgage, secured loan and general insurance broking business. The mortgage and secured loan broking activity ceased in July 2007.

6. BUSINESS OVERVIEW

6.1.1 Public Information - www.parkgroup.co.uk

6.1.2 Public Information - www.parkgroup.co.uk

6.4 The businesses of the Group are not materially dependant on any potential licences, contracts or new manufacturing processes. Since 31 March 2007 there have been no significant new products or services introduced by the Company.

7. ORGANISATIONAL STRUCTURE

7.1 Public Information - www.parkgroup.co.uk

7.2 Public Information - www.parkgroup.co.uk

8. PROPERTY, PLANTS AND EQUIPMENT

8.2

None.

12. TREND INFORMATION

The Christmas agency mail order campaign for 2007 achieved record numbers of enquiries but as a result of a loss in customer confidence following the collapse of Farepak orders for Christmas 2007 were c.30% below that achieved for 2006.

Following the introduction of trust account arrangements to provide customer protection and our acquisition of Home Farm Hampers from Findel plc in March 2007, we believe that the Company is well placed to increase sales for Christmas 2008.

The use of direct response television, direct mail and the internet has enabled the Christmas mail order business to produce consistent results historically. The introduction of improved customer protection will provide added reassurance to our lapsed and potential customers. Market research has indicated that a significant proportion of those customers who ceased to save this year will return now that safeguards have been introduced to protect them.

Although the Christmas mail order business operates in what is regarded as a mature market, our turnover, excluding acquisitions, has grown by 90% since 2000.

Corporate voucher sales continue to show growth and as a relatively new entrant into the incentive market, the business continues to gain market share and develop wider ranges of products and services which will provide the basis to continue growth and development.

The voucher market has shown consistent growth over recent years and is currently valued at £3bn per year. Our turnover in the corporate market has grown by 164% since 2000.

16. BOARD PRACTICES

- 16.1 Public Information - www.parkgroup.co.uk
- 16.2 Public Information - www.parkgroup.co.uk
- 16.4 Public Information - www.parkgroup.co.uk

17. EMPLOYEES

- 17.1 Public Information - www.parkgroup.co.uk
- 17.3 Public Information - www.parkgroup.co.uk

18. MAJOR SHAREHOLDERS

- 18.1 Public Information - www.parkgroup.co.uk
- 18.2 Public Information - There are no different voting rights in favour of the Company's major shareholders
- 18.3 Public Information - www.parkgroup.co.uk
- 18.4 Not Applicable.

19. RELATED PARTY TRANSACTIONS

Not Applicable.

20. FINANCIAL INFORMATION CONCERNING THE ISSUER'S ASSETS AND LIABILITIES, FINANCIAL POSITION AND PROFITS AND LOSSES

- 20.1 Public Information - www.parkgroup.co.uk
- 20.3 Public Information - www.parkgroup.co.uk
- 20.4 Public Information - www.parkgroup.co.uk
- 20.5 Public Information - www.parkgroup.co.uk
- 20.6 Public Information - Not applicable
- 20.7 Public Information - www.parkgroup.co.uk
- 20.8 Legal and arbitration proceedings

Save as set out below, there are no legal or arbitration proceedings (including any such proceedings which are pending or threatened of which the Directors are aware) which may have or have had in the recent past (being at least 12 months prior to the date of this announcement) a significant effect on the Company's financial position.

On 23 August 2007, it was announced that the OFT had decided not to refer the acquisition of Home Farm Hampers Ltd to the Competition Commission under the provisions of the Enterprise Act 2002.

- 20.9 The directors do not consider that there has been a significant change in the financial or trading position of the group which has occurred since the end of the last financial period for which either audited financial information or interim financial information have been published.

21. ADDITIONAL INFORMATION

- 21.1 Public Information - www.parkgroup.co.uk
- 21.2 Memorandum and Articles of Association of the Company
 - 21.2.1 The Memorandum of Association of the Company provides that its principal object is to carry on business as a general commercial company. Its objects are set out in full in clause 4 of the Memorandum of Association.
 - 21.2.2 Directors
 - At every annual general meeting of the Company any Director who was not elected or re-elected at either of the two preceding annual general meetings of the Company shall retire by rotation and be eligible for re-election. The Directors to retire will be those who have been longest in office or, in the case of those who became or

who are re-elected Directors on the same day, shall unless they otherwise agree, be determined by lot. Save as provided below, a Director shall not vote at a meeting of the Board or any committee of the Board on any resolution of the Directors concerning a matter in which he has an interest which together with any interest of any person connected with him is to his knowledge a material interest. The Company may by ordinary resolution suspend or relax such provisions to any extent or ratify any transaction not duly authorised by reason of a contravention of such provisions.

The prohibition above shall not apply to a Director in relation to any of the following matters, namely (i) the giving of any security or indemnity to him in respect of money lent or obligations incurred by him at the request of or for the benefit of the Company or any of its subsidiaries; (ii) the giving of any security or indemnity to a third party in respect of an obligation of the Company or any of its subsidiaries for which he has assumed responsibility in whole or part and whether alone or jointly with others under a guarantee or indemnity or by giving of security; (iii) the subscription for or underwriting or sub-underwriting of any shares, debentures or other securities of the Company or any of its subsidiaries by him; (iv) any proposal concerning any other company in which he and any persons connected with him do not to his knowledge hold an interest in shares representing one per cent or more of either any class of the equity share capital or the voting rights in such company; (v) any resolution relating to an arrangement for the benefit of employees of the Company or any of its subsidiaries and which does not provide in respect of any Director as such any privilege or benefit not accorded to the employees to whom the arrangement relates; and (vi) any proposal concerning the purchase and/or maintenance of any insurance policy against liability for negligence, default, breach of duty or breach of trust in relation to the Company under which he may benefit.

The Directors shall be entitled to all such reasonable expenses as they may properly incur in attending meetings of the Board or in the discharge of their duties as Directors. Any Director who performs services which in the opinion of the Directors are outside the scope of the ordinary duties of a Director may be paid such extra remuneration by way of salary, percentage of profits or otherwise as the Board may determine. The Directors may pay pensions and other benefits to, inter alia, present and past employees and Directors and may set up and maintain schemes for the purpose.

The provisions of section 293 of the Act relating to the mandatory retirement of Directors at age 70 do not apply to the Company.

Unless otherwise determined by ordinary resolution of the Company, the number of Directors shall not be less than two nor more than 10.

Borrowing Powers

The Directors may exercise all the powers of the Company to borrow money, and to mortgage or charge its undertaking, property, assets (present and future) and uncalled capital, and to issue debentures and other securities, whether, outright or as collateral security for any debt, liability or obligation of the Company or

of any third party. The Directors shall restrict the borrowings of the Company and exercise all voting and other rights or powers of control exercisable by the Company in relation to its subsidiaries so as to secure (so far as regards subsidiaries as by such exercise they can secure) that the aggregate principal amount (including any premium payable on final payment) for the time being outstanding of all monies borrowed by the Company and its subsidiaries and for the time being owing to third parties shall not at any time, without the previous sanction of an ordinary resolution of the Company, exceed an amount equal to four times the share capital and reserves of the Company.

21.2.3 **Voting Rights**

At general meetings of the Company, on a show of hands, every member who is present in person or by proxy, shall have one vote and on a poll every member present in person or by proxy shall have one vote for every share held by him. On a poll votes may be given either personally or by proxy.

Transfer of Shares

Any member may transfer all or any of his shares. Save where any rules or regulations made under the Act permit otherwise, the instrument of transfer of a share shall be in any usual or common form, or in any other form acceptable to the Directors and shall be executed by or on behalf of the transferor and (in the case of a share which is not fully paid) by the transferee. The Board may in its absolute discretion and without giving any reason decline to register any transfer of shares which are not fully paid or on which the Company has a lien.

Restrictions on Shares

If the Board is satisfied that a member or any person appearing to be interested in shares in the Company has been duly served with a notice under section 793 of the 2006 Act and is in default in supplying to the Company the information thereby required within a prescribed period (as defined in the Articles) after the service of such notice the member shall not (for so long as the default continues) be entitled to vote at any general meeting or class meeting of the Company or to exercise any other right conferred on members in relation to general meetings or class meetings in respect of the shares in relation to which the default occurred ("**default shares**"). Where default shares represent at least 0.25 per cent of the class of shares concerned the Directors may in their absolute discretion by notice (a "**direction notice**") to such member direct that any dividend or part thereof which would otherwise be payable on such shares shall be retained by the Company without liability to pay interest and no transfer of any of the shares held by the member shall be registered unless it is an approved transfer (as defined in the Articles).

Purchase of own shares

Subject to the provisions of the Statutes (as defined in the Articles) and to the sanction by an extraordinary resolution passed at a separate class meeting of the holders of any convertible shares, the Company may purchase any of its own shares of any class (including redeemable shares) at any price.

Unless and to the extent that the rights attached to any shares or the terms of issue thereof otherwise provide,

all dividends shall (as regards any shares not fully paid throughout the period in respect of which the dividend is paid) be apportioned and paid pro rata to the amounts paid or credited as paid on the shares during any portion or portions of the period in respect of which the dividend is paid.

Any dividend unclaimed after a period of six years from the date when it became due for payment shall be forfeited and shall revert to the Company.

The Board may, if authorised by an ordinary resolution of the Company, offer members the right to elect to receive shares credited as fully paid in whole or in part, instead of cash, in respect of the dividend specified by the ordinary resolution.

The Company may cease to send any cheque or dividend warrant through the post if such instruments have been returned undelivered or remain uncashed by a member on at least three consecutive occasions. The Company shall recommence sending cheques or dividend warrants if the member or person entitled by transmission claims the dividend and does not instruct the Company to pay future dividends in some other way.

Winding-up

In the event of a winding-up of the Company, the liquidator may, with the sanction of an extraordinary resolution of the Company, divide among the members in specie of the whole or any part of the assets of the Company.

21.2.4 Variation of Rights

All or any of the special rights for the time being attached to any class of shares for the time being issued may subject to the provisions of the Statutes be varied or abrogated either with the consent in writing of the holders of three-quarters in nominal value of the issued shares of that class or with the sanction of an extraordinary resolution passed at a separate general meeting of such holders (but not otherwise). At every such separate general meeting the necessary quorum shall be not less than two persons holding or representing by proxy not less than one third in nominal amount of the issued shares of the class or, at any adjourned meeting of such holders, one holder who is present in person or by proxy, whatever the amount of his holding, shall be deemed to constitute a meeting.

21.2.5 General Meetings

Annual general Meetings and any extraordinary general meetings called for the purpose of passing a special resolution shall be called by at least 21 clear days' notice and all other extraordinary general meetings shall be called by at least 14 clear days' notice or on shorter notice if so agreed by certain thresholds depending on the type of general meeting and the nature of the resolutions to be proposed, but in no circumstances to be less than a majority in number of the members having the right to attend and vote being a majority together holding not less than 95% in nominal value of the shares giving that right. All members are entitled to receive notice of any general meetings. A quorum at any general meeting shall be three persons entitled to vote by person or proxy.

21.2.6 None

21.2.7 Public information - www.parkgroup.co.uk

21.2.8 **Alteration of Capital**

The Company may from time to time by ordinary resolution:

increase its capital as the resolution shall prescribe;
consolidate and divide all or any of its shares into
shares of larger amount;

subdivide all or any of its shares into shares of smaller
amount and attach varying rights to the shares resulting
from such subdivision; and

cancel any shares which at the date of the passing of the
resolution have not been taken or agreed to be taken by
any person and diminish the amount of its share capital
by the amount of the shares so cancelled.

The Company may reduce its share capital, any capital
redemption reserve, share premium account or other
undistributable reserve subject to any incident
authorised and consent required by law.

22. MATERIAL CONTRACTS

The following contracts, which are or may be material, (not being contracts entered into in the ordinary course of business) are the only such contracts which have been entered into by the Park Group for the two years immediately prior to the date of this document:

- 22.1 An agreement relating to the disposal of land at Dock Road, North Birkenhead dated 26 January 2006 between (1) Budworth Properties Limited ("**Budworth**") and (2) McInerney Homes Limited ("**McInerney**") pursuant to which McInerney agreed to purchase the land conditional on the grant of satisfactory planning permission. The purchase price shall be at least £2,000,000 plus any further payments which may fall due to Budworth (subject to a maximum aggregate price of £5,000,000) on completion of the planning conditions.
- 22.2 An agreement for the purchase of assets of FHSC Limited (In Administration) dated 17 February 2006 between (1) FHSC Limited (In Administration) ("**FHSC**"), (2) Ian Brown and Adrian Peter Berry and (3) Park Retail Limited ("**Park Retail**") pursuant to which Park Retail acquired certain assets of FHSC including all liabilities under the acquired contracts for a consideration of £1.00 and agreed to assume liabilities up to an aggregate amount of £3 million.
- 22.3 An agreement for the sale of freehold property at Chesterfield Industrial Estate dated 10 April 2006 between (1) Budworth and (2) Endless Properties LLP ("**Endless**") pursuant to which Endless agreed to purchase the property for a purchase price of £1,570,000 (excluding VAT).
- 22.8 An agreement dated 17 July 2006 made between (1) Park Direct Credit, (2) Cheque Centres Limited ("**Cheque Centres**"), (3) the Company and Cheque Centre Properties Limited pursuant to which Cheque Centres agrees to purchase as a going concern the business of "Pay Day Loans" and "third party cheque encashment" carried on at 15 branches by Park Direct Credit under the name of "Fast Cash" and certain related assets for a consideration of £6.00. The obligations of Park Direct Credit under this agreement are guaranteed by the Company.
- 22.9 An agreement dated 17 July 2006 made between (1) Park Direct Credit, (2) Instant Cash Loans Limited ("**Instant Cash**") and (3)

the Company pursuant to which Instant Cash agrees to purchase as a going concern the business of "Pay Day Loans" and "third party cheque encashment" carried on at three branches by Park Direct Credit and certain related assets for a consideration of £4.00.

22.10 An agreement dated 17 February 2006 for the acquisition of the business and assets of Family Hampers Limited from FHSC Limited for a cash consideration of £1. Park also assumed the business liabilities estimated at fair value to be £2.8m.

22.11 An agreement dated 7 March 2007 for the acquisition of the business and assets of Home Farm Hampers from Findel plc for a cash consideration of £300,000.

22.12 A declaration of trust dated 13 August 2007 to provide security to customers of the cash savings business by holding payments from customers in an independently controlled trust called The Park Prepayment Protection Trust.

23. THIRD PARTY INFORMATION AND STATEMENT BY EXPERTS AND DECLARATIONS OF ANY INTEREST

23.1 Not applicable.

23.2 Not applicable.

25.1 Public information - www.parkgroup.co.uk