

Immediate release  
25 September 2007

Park Group plc ("Park Group" or the "Company")

SCHEDULE ONE PRE-ADMISSION ANNOUNCEMENT

- (a) **Company name:**  
Park Group plc
- (b) **Country of incorporation:**  
England and Wales
- (c) **Registered office address and, if different, company trading address:**  
Valley Road, Birkenhead, Merseyside, CH41 7ED
- (d) **Website address:**  
[www.parkgroup.co.uk](http://www.parkgroup.co.uk)
- (e) **Brief description of the business (including main country of operation):**  
Park Group operates a Christmas savings business which sells shopping vouchers, hampers and gift products via its nationwide network of agents. Customers pay in advance in weekly instalments with delivery of product taking place immediately prior to Christmas. It also has a voucher business which sells its own high street gift voucher, travel voucher and other retailer vouchers to corporate customers. The vouchers are used for staff and customer incentives, prizes and are sold to the credit industry. The Company's main country of operation is the United Kingdom
- (f) **Number and type of securities in respect of which admission is sought and detailing the number and type of securities to be held as treasury shares, including details of any restrictions as to transfer of the securities:**  
165,064,410 ordinary shares of 2 pence each.  
  
No restrictions on transfer of the ordinary shares.
- (g) **Capital to be raised on admission, if applicable, and anticipated market capitalisation on admission:**  
No additional capital will be raised on admission.  
  
Anticipated market capitalisation on admission is £30 million.
- (h) **Percentage of AIM securities not in public hands at admission and details of any other trading platform on which the AIM securities are or will be admitted or traded:**  
67.32 per cent. of total issued share capital not in public hands at admission.  
  
Shares will not be admitted to or traded on any other trading platform.
- (i) **Full names and functions of directors and proposed directors (underlining the first name by which each is known or including any other name by which each is known):**  
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
- (j) **The full name of any significant shareholder before and after admission together with the percentage of each such person's interest**

(underlining the first name by which each is known or including any other name by which each is known in the case of individuals):

Peter Robert Johnson - 94,649,325 (57.34 per cent.)

BW SIPP Trustees a/c SIPP0233 - 16,135,386 shares (9.78 per cent.)

Schroder Investment Management Limited - 15,950,000 shares (9.66 per cent.)

The Johnson Foundation - 10,415,000 shares (6.31 per cent.)

- (k) **Names of any persons who will be disclosed in the admission document under Schedule Two, paragraph (h) of the AIM rules:**

No AIM Admission Document produced - the Company is transferring from the Official List of the UK Listing Authority

- (l) **Anticipated accounting reference date, the date to which it has prepared the main financial information in its admission document and dates by which it must publish its first three reports as required by rules 18 and 19 of the AIM rules:**

Accounting reference date - 31 March

First three reports due under AIM rules 18 and 19 by 31 December 2007, 30 September 2008 and 31 December 2008

No AIM Admission Document produced - the Company is transferring from the Official List of the UK Listing Authority

- (m) **Expected admission date:**

26 October 2007

- (n) **Name and address of nominated adviser:**

Shore Capital and Corporate Limited  
Bond Street House  
14 Clifford Street  
London W1S 4JU

**Name and address of broker:**

Shore Capital Stockbrokers Limited  
Bond Street House  
14 Clifford Street  
London W1S 4JU

- (o) **Details of where any admission document will be available**

N/A

**SUPPLEMENT TO SCHEDULE ONE**

- (a) **The name of the aim designated market upon which the applicant's securities have been traded:**  
UK Official List (as issued by the UK Listing Authority)
- (b) **The date from which the applicant's securities have been so traded:**  
22 July 1983
- (c) **Confirmation that, following due and careful enquiry, the applicant has adhered to any legal and regulatory requirements involved in having its securities traded upon such a market:**  
Confirmed
- (d) **A web-site address where any documents or announcements which the applicant has made public over the last two years (in consequence of having its securities so traded) are available:**  
[www.parkgroup.co.uk](http://www.parkgroup.co.uk)
- (e) **Details of the applicant's strategy following admission including, in the case of an investing company, details of its investment strategy:**  
The Company's strategy is to develop its business both organically and through acquisition. The Company is focussed on its Christmas Savings and High Street Gift Voucher businesses, which will be developed by utilising emerging technology such as the internet and payment systems. The businesses will add new products and increase the customer base both in the Christmas and related savings markets and corporate incentive market.
- (f) **A description of any significant change in financial or trading position of the applicant, which has occurred since the end of the last financial period for which audited statements have been published:**  
There has been no material change in the financial or trading position since 31 March 2007 the date to which audited financial statements have been published.
- Recent developments of note include:
- the Park Prepayments Protection Trust, an independent trust designed to improve the security of savers' money, was established by the Company in August 2007; and
  - 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.
- (g) **A statement that the directors of the applicant have no reason to believe that its working capital will be insufficient for at least twelve months from the date of its admission:**  
The Directors believe, having made due and careful enquiry, that the working capital available to the Company will be sufficient for at least twelve months from the date of admission.
- (h) **Details of any lock-in arrangements pursuant to rule 7 of the aim rules:**  
There are no lock-in arrangements pursuant to Rule 7 of the AIM Rules.
- (i) **A brief description of the arrangements for settling the applicant's securities:**  
Settled electronically through CREST, however, shares may also be held in certificated form.
- (j) **A website address detailing the rights attaching to the applicant's securities:**  
[www.parkgroup.co.uk](http://www.parkgroup.co.uk)

- (k) Information equivalent to that required for an admission document which is not currently public:  
See Appendix "Admission Document equivalent information"
- (l) A website address of a page containing the applicant's latest annual report and accounts which must have a financial year end not more than nine months prior to admission, the accounts must be prepared according to International Accounting Standards.  
[www.parkgroup.co.uk](http://www.parkgroup.co.uk)
- (m) The number of each class of securities held as treasury shares.  
None

Ends.

For further enquiries, please contact:

Park Group plc - Tel: 0151 653 1700  
Peter Johnson, Executive Chairman  
Chris Houghton, Group Managing Director

Shore Capital and Corporate Limited - Tel: 020 7408 4090  
Alex Borrelli/Pascal Keane

Tavistock Communications - Tel: 020 7920 3150  
John West