

13th April 2006

New World Corporate Finance advises Maypole Group plc on its admission to the London Alternative Investment Market

New World Corporate Finance ("NWCF") acted as exclusive corporate finance adviser in relation to the admission of Maypole Group plc ("Maypole" or the "Group"), the UK operator of countryside hotels/inns, to AIM.

Maypole

Maypole is a quality group of professionally-run friendly, family countryside hotels/inns offering an excellent standard of accommodation and cuisine.

Maypole was founded in November 2003 by Alastair McEwen as an acquisition vehicle for UK countryside hotels with a strong restaurant/pub offering.

In February 2004, Maypole completed its first acquisition, the Wroxton House Hotel, located in the vicinity of Banbury in Oxfordshire, for £2.2m. At the same time the Company's ordinary share capital was admitted to trading on Ofex. The Group subsequently acquired The Black Boy Inn (a food-led gastro pub located in Milton, Oxfordshire) in June 2004 and The Lifeboat Inn and The Old Coach House, located in Thornham, Norfolk, in April 2005.

With the integration of the Group's most recent acquisition now complete Maypole has successfully moved from Ofex to AIM in order to facilitate the pursuit of further hotel/inn acquisitions in line with its expansion strategy.

The Company was founded and is managed by a very high calibre management team with significant experience in the hotel, restaurant and retail sectors and with a proven track record of growth and profitability within the retail and leisure sectors.

Simon Bentley, Non-Executive Chairman, is a qualified chartered accountant with extensive retail experience. In the late 1980s he joined Blacks Leisure Group Plc where he was Chairman and Chief Executive for over 12 years. More recently Simon has been appointed Chief Executive of Morgan UK which owns the British distribution rights to the French-owned label and has about 20 stores and over 40 concessions throughout the UK and a wholesale business.

Alastair McEwen, Chief Executive Officer, spent the early part of his career in the management of his family-owned hotels in Woodstock, Oxfordshire, after which he worked for Kennedy Brookes plc with responsibility for franchising Wheelers of St James fish restaurants, holding several directorships within their subsidiary companies including Wheelers plc, The Trocadero and Maxims de Paris.

Press Release



Following his appointment as Operations Director for Simpsons of Cornhill in 1993, Alastair was instrumental in the subsequent MBO of a number of units from the Café Bar division.

Prior to founding Maypole in 2003 he held a number of directorships in the leisure industry and was a strategic consultant for The Restaurant Factory with responsibility for organising management contracts with hotel groups while seeking suitable roll-out opportunities.

Notes

New World Corporate Finance is a leading independently owned mergers and acquisitions boutique, comprising a team of four senior corporate finance professionals with significant UK mid-market experience.

Recent NWCF transactions include the:

- MBO of The Gaucho Grill
- Acquisition of First Retail
- MBO of Tilney (advising the Cardales' management team)
- Sale of Henry J Beans
- Acquisition of Blue Inc.
- MBO of Home Win

NWCF specialises in the provision of expert and creative corporate transaction-based advice, in particular:

- Company sales
- Part sales/equity release transactions
- Company acquisitions
- Management buy-outs and buy-ins

NWCF's sector focus includes:

- Consumer Brands and Retail
- Travel, Leisure and Entertainment
- Financial Services

Enquiries

Nigel Berger

nigelb@nwcf.com

Tel: 020 7612 1881

Pierluigi Lega

pierluigil@nwcf.com

Tel: 020 7612 1882