

29 March 2007

Vertu Motors plc (the 'Company')

DIRECTOR'S SHARE DEALINGS

The Company announces that following the subscription for shares in the recent placing and the grant of share options, Karen Anderson (Finance Director) has the following interests in ordinary shares of 10p each ("Shares") in the issued share capital of the Company:

(a) an interest in 520,000 Shares (0.57% of the issued share capital of the Company); and

(b) an interest in the following options:

120,000 Shares at £0.75p per Share granted on 1 March 2007.

13,333 Shares at £0.75p per Share granted on 27 March 2007.

53,476 Shares at £0.935p per Share granted on 27 March 2007.