

3 July 2008

Vertu Motors plc (the "Company")

Director Dealings

The Company received notification on 2 July 2008 that Robert Forrester, a Director of the Company, purchased 70,000 ordinary 10 pence shares in the Company ("Ordinary Shares") at a purchase price of 28.0p. Following this notification, Robert Forrester has a personal beneficial interest in 2,947,620 Ordinary Shares representing 3.21% of the Company's issued share capital. Following this notification, Robert Forrester and his connected persons now have a total beneficial interest in 3,971,120 Ordinary Shares in the Company, representing 4.32% per cent of the issued share capital.

The Company's capital consists of 91,943,971 Ordinary Shares with a nominal value of 10p each, with voting rights. The Company does not hold any Ordinary Shares in treasury.

Ends

For further information please contact:

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