

**19 May 2010**

**Vertu Motors plc ("the Company")  
Director dealings**

On 18 May 2010 the following options were granted in the UK over ordinary shares of 10p each in the capital of the Company ("**Ordinary Shares**") to Michael Sherwin at an exercise price of 36.75p per Ordinary Share:

Plan	Number of options
Vertu Motors plc 2007 Discretionary Share Option Plan (" <b>Unapproved Plan</b> ")	518,368
Vertu Motors plc 2007 Discretionary Share Option Plan UK Approved Addendum (" <b>Approved Plan</b> ").	81,632

The options granted will become exercisable three years from the date of grant subject to performance conditions being satisfied and will lapse if not exercised within ten years of the date of grant.

Michael Sherwin has a beneficial interest in 119,000 Ordinary Shares, representing 0.06% of the issued share capital of the Company.

- Ends -

For further information please contact:

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