

21 January 2011

N Brown Group plc

Brand Acquisition

N Brown Group plc, the leading internet and home shopping group, today announces that, for a consideration in cash of £800,000, it has agreed to purchase the 'SLIMMA' and 'SPLENDOUR' brands (and associated intellectual property) from Slimma plc, an AIM listed company, via its subsidiary JD Williams.

The acquisition secures these brands for use in N Brown's portfolio. SLIMMA is a renowned brand for our JD Williams and Julipa customers on skirts and trousers: SPLENDOUR is a lingerie brand sold through the Figleaves website and also by Simply Be and Fashion World.

The transaction is conditional upon Slimma plc changing its registered name to CDU plc, for which Slimma plc is seeking shareholder approval.

-Ends-

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