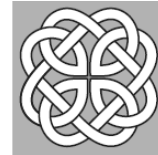


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Press Release

5th December 2012

Oghma Partners is pleased to announce its role as exclusive financial adviser to McCambridge Group Holdings Limited in relation to the following disposal, which was completed today:

McCAMBRIDGE GROUP SELLS PRIVATE LABEL CAKE DIVISION

Blackburn, UK 5th December 2012. McCambridge Group has sold its Private Label Cake Division to private equity group, NBGI Private Equity. This follows the announcement of talks with an unnamed party in October.

The Cake Division, which operates bakeries in Manchester, Bradford, Blackburn, Salisbury and Szczecin, Poland, produces a range of cakes and pies for leading retailers.

The successful turnaround of McCambridge Group has been built on the significant improvements made in all Divisions, including the Cake Division.

Following the sale of the business, McCambridge will continue to focus on further growth and development at its two remaining businesses which are not included in the sale. These are Soreen, the market leader in malt loaves and fruit loaf products and the McCambridge bakery business in Ireland which is the market leader in soda bread in Ireland.

Simon Webber, Chairman of the McCambridge Group said:

"The Cake Division has great growth potential. A strategic review coupled with approaches from interested parties led us to establish that the division would benefit from being demerged and managed as a separate entity. We are delighted that the business has been sold to NBGI Private Equity, who have a track record in owning businesses in the food industry. The successful sale of the Cake Division is a great credit to all management and employees.

The Group's focus will now turn to the two remaining Divisions and we will continue to develop these business units on the back of the excellent work the Divisions have completed already. "

ENDS

For further information in relation to Oghma Partners' role in this transaction or details on Oghma Partners' services please contact:

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