January 17th 2007

INSTORE plc

TRADING STATEMENT

The Board of Instore plc today gave the following update on trading:

During the Christmas period, we resumed good like-for-like sales growth after the difficulties previously reported. Encouragingly, this has continued into the New Year, with the result that total LFL sales for the 6 weeks ending 13th January 2007 are up 4.6%.

Total LFL sales for the second half to date, covering the 20 weeks ending 13th January, are up 2.3%.

The recently introduced systems within the distribution centre have stabilised and performance has improved, facilitating a much better flow of stock, resulting in increased on-shelf availability.

Seasonal stock is cleaner than previously achieved, being 30% lower in value than the prior year. However over the coming months we shall continue, as previously stated, to focus on clearing the large residue of aged stock.

For further information, please contact:

Instore plc

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