



Corporate Announcement

Mumbai: July 27, 2011

Subject: Cox & Kings Limited and Holidaybreak Plc reach agreement on acquisition.

The boards of Cox & Kings and Holidaybreak plc ("Holidaybreak") are pleased to announce that they have reached agreement on the terms of a recommended cash acquisition by Prometheon Holdings (UK) Limited, a wholly-owned subsidiary of Cox & Kings, of the entire issued and to be issued share capital of Holidaybreak (the "Acquisition").

It is intended that the Acquisition will be implemented by way of a court-sanctioned scheme of arrangement under Part 26 of the UK Companies Act 2006 (the "Scheme"). Under the terms of the Acquisition, Holidaybreak shareholders will receive 432.1 pence in cash per Holidaybreak share.

It is expected that the Scheme document will be posted on or around 10 August 2011 and that the Scheme will become effective on or around 27 September 2011, subject to the satisfaction of regulatory and all other conditions.

The announcement of the Acquisition required by Rule 2.5 of the UK City Code on Takeovers and Mergers is enclosed.

For Cox & Kings Limited

Company Secretary
Rashmi Jain

COX & KINGS LIMITED

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