

ADIL
18 April 2008

Adili plc
("Adili" or "the Company")

Trading Update

The Board of Adili announces a trading update, additional investment in the business and the acquisition of a third party brand.

Since the inception of trading in September 2006, the Company has made considerable progress and this has continued in the financial year to 30 April 2008. Sales for the year are expected to have grown to approximately £365,000, which is broadly in line with market expectations. Sales in the second half of the year are expected to be up by in excess of 250% on those for the same period in 2007. Loss before taxation for the year is expected to be approximately £1.4m. This represents a variance of £0.4m to market expectations and is partly accounted for by a reduction in gross margin as a result of clearance of stock purchases made predominantly in 2007. The majority of the rest of the variance is accounted for by additional investment in the Company. In particular, the Directors have invested in the recently acquired ethical fashion brand, Ascension, and further in business development and the Adili brand.

Ascension has consistently been one of the Adili's top selling brands and it provides a strategically important entry price point product for Adili. The assets of Ascension have been acquired by Adili at a substantial discount to original cost after its parent company became insolvent and the brand is now being managed by the Adili own label team.

The Board expects to announce preliminary results in July and looks forward to updating shareholders on further progress.

Enquiries:

Adili plc
Adam Smith, Chief Executive Officer
Christopher Powles, Finance Director

T: 01258 837 437

John East & Partners Limited
John East
David Worlidge
Johnny Townsend

T: 020 7628 2200

Biddicks
Katie Tzouliadis
Sophie Lane

T: 020 7448 1000