

BB Holdings Limited

Press Release

For Immediate Release

BB HOLDINGS LIMITED ANNOUNCES DIRECTORS' ACQUISITION OF SHARES

Belize City, Belize, July 2, 2008 - BB Holdings Limited (London - AIM:BBHL) (the "Company") has been notified of the following share purchases:

Lord Ashcroft KCMG, the Chairman of the Company, acquired 620,164 ordinary shares in the Company at an average price of £2.20 per share on June 30, 2008. His total beneficial holding in the Company following this acquisition increased to 45,549,714 ordinary shares representing 72.8 per cent of the total issued share capital.

Peter Gaze, a director of the Company, acquired 350,000 ordinary shares in the Company at an average price of £2.20 per share on June 30, 2008. His total beneficial holding in the Company following this acquisition increased to 462,227 ordinary shares representing 0.7 per cent of the total issued share capital.

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Note: This and other press releases are available at the Company's web site: <http://www.bbholdingslimited.com>.

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