

Hirco plc - Rule 17 Disclosure

Dealing by a Director

In accordance with rule 17 of the AIM Rules, the Company gives notification of the following dealing by a Director of the Company in the Company's ordinary shares of 1p each ("Shares").

Schedule Five

- (a) the identity of the director concerned;
Douglas Gardner
- (b) the date on which the disclosure was made to it;
24 July 2007
- (c) the date on which the deal was effected;
24 July 2007
- (d) the price, amount and class of the AIM securities concerned;
15,000 Shares at a price of £4:225p per Share
- (e) the nature of the transaction;
Purchase of Shares by Adele Gardner, wife of a director
- (f) the nature and extent of the director's interest in the transaction;
Following the purchase of the above Shares, the director and his family now hold 15,000 Shares which represents 0.0196% of the Company's issued share capital
- (g) where a deal takes place when it is in any close period under rule 21, the date upon which any previous binding commitment was notified or the date upon which the Exchange granted permission to deal in order to mitigate severe personal hardship; and
N/A
- (h) where the notification concerns a related financial product, the detailed nature of the exposure;
N/A

ENDS