

Armour Group plc (“Armour” or the “Group”)

Year End Trading Update

Armour, the UK’s leading consumer electronics group focused on the in-car communications and entertainment and home entertainment markets, today issues the following trading update:

The Group performance in the first half of the year had held up well, despite the impact of the poor weather in January and February 2010. The second half of the year has been more challenging with trading patterns being unpredictable as concerns over the effects of the wider economic outlook undermined consumer confidence. This was particularly evident in the last quarter where a combination of weak consumer demand and a high level of stock remaining in the retail channel following the football World Cup depressed the Group’s sales and results. Consequently the Board now expects the result for the year to 31 August 2010 to be approximately 25% below that reported for the year to 31 August 2009.

The Board remains confident that, despite the uncertain economic climate, the Group will continue to further develop its business and make progress in the year ahead.

The preliminary announcement of the results for the year ended 31 August 2010 will be made on 23 November 2010.

6 September 2010

Further Details:

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