

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

Launch of Revolutionary Q2 Internet Radio

Armour, the UK’s leading consumer electronics group focused on the in-car communications and entertainment and home entertainment markets, is pleased to announce the launch of its innovative and unique Q2 Internet Radio (www.q2radio.co.uk).

The radio, which gives access to over ten thousand radio stations and podcasts, is portable and operates without needing to use displays, dials or buttons. The Q2 Internet Radio was developed by the Group in association with Cambridge Consultants and is the first portable table top radio launched under the Group’s owned brands. It will be sold directly to the consumer through the Q2 web site as well as via selected retail partners.

Commenting on the launch, George Dexter said:

“This product is truly different. It is designed to be simple and fun to use for all age groups whilst delivering good quality audio. Internet radio is a fast growing sector of the listening market and we believe that the Q2 Internet Radio will capture the imagination of radio listeners and will appeal to a worldwide audience. Our initial sales and levels of interest have been encouraging.”

9 November 2010

Further Details:

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