

NOT FOR RELEASE, DISTRIBUTION OR PUBLICATION, IN OR INTO AUSTRALIA, CANADA OR JAPAN OR ANY OTHER JURISDICTION WHERE IT IS UNLAWFUL TO DO SO.

30 March 2007

For immediate release

REVISED RECOMMENDED CASH OFFER
by
TRAGUS BIDCO LIMITED
for all the issued and to be issued share capital of
LA TASCA GROUP PLC

The boards of Tragus and La Tasca are pleased to announce a revised offer (the "Revised Offer") for the acquisition of the entire issued and to be issued share capital of La Tasca by Tragus. Details of the original Offer were set out in the announcement dated 28 March 2007 (the "Original Announcement").

Tragus holds, or has irrevocable undertakings in respect of, a total of 16,211,002 La Tasca shares, representing 33.03 per cent. of La Tasca's issued share capital.

Terms used but not defined in this announcement shall have the meanings given to them in the Original Announcement.

1. The Revised Offer

Under the terms of the Revised Offer La Tasca Shareholders will receive for each La Tasca Share 192 pence in cash.

In all other respects the Revised Offer will be subject to the Conditions and on the same terms set out in the Original Announcement and the further terms and conditions to be set out in the Scheme or Offer Document when issued.

The Directors of La Tasca, who have been so advised by PricewaterhouseCoopers and Altium, consider the terms of the Revised Offer to be fair and reasonable. Altium is providing independent advice to the La Tasca Directors in relation to Rule 3.1 of the City Code (PricewaterhouseCoopers provides professional services to Tragus and, as a consequence, is not an independent adviser in accordance with Rule 3 of the City Code). In providing advice to the La Tasca Directors, PricewaterhouseCoopers and Altium have taken into account the commercial assessments of the La Tasca Directors.

The La Tasca Directors consider that the Revised Offer is in the best interests of La Tasca Shareholders as a whole. Accordingly, the La Tasca Directors intend to recommend unanimously that La Tasca Shareholders vote in favour of the resolutions to be proposed at the Court Meeting and the EGM, as they have irrevocably undertaken to do in respect of their entire beneficial holdings, which in aggregate amount to 1,598,182 Shares, representing approximately 3.26 per cent. of La Tasca's existing issued share capital.

2. Financing of the Revised Offer

The cash consideration payable by Tragus to La Tasca Shareholders under the terms of the Revised Offer will be provided to Tragus by the Blackstone Funds and by third party debt facilities provided by Barclays Bank PLC. Tragus has in place debt financing under committed facilities arranged by Barclays Capital and fully underwritten by Barclays Bank PLC. The remainder of the monies have been irrevocably committed to Tragus by the Blackstone Funds.

Rothschild, financial adviser to Tragus, is satisfied that sufficient resources are available to Tragus to satisfy in full the cash consideration payable to La Tasca Shareholders under the terms of the Revised Offer.

3. Irrevocable undertakings

Tragus has received irrevocable undertakings to vote in favour of, or to procure voting in favour of, the Scheme (or accept the offer, if it is restructured as a Takeover Offer) in respect of an aggregate 12,833,002 La Tasca Shares (including one undertaking in respect of 11,234,820 Shares from Penta Capital Partners), representing approximately 26.15 per cent. of La Tasca's existing issued share capital. Such irrevocable undertakings remain in place in respect of the Revised Offer. The undertaking from Penta Capital Partners will lapse if a person other than Tragus or any person acting in concert with Tragus announces an offer to acquire La Tasca at a cash price of at least 195p per La Tasca Share.

Further details of these irrevocable undertakings are contained in the Original Announcement.

4. Inducement fee

In the Implementation Agreement, La Tasca has agreed to pay Tragus an inducement fee of £958,000 (representing approximately 1 per cent. of the equity value of La Tasca at the original Offer Price) if (a) a competing proposal is announced prior to the Proposals lapsing or being withdrawn and any competing proposal becomes wholly unconditional or effective within 12 months of the date of the Implementation Agreement or (b) if the Directors withdraw or adversely modify their recommendation unless such withdrawal or modification is as result of a competing proposal and an announcement is made in respect of that competing proposal in which case such fee will only be payable when that (or any other) competing proposal subsequently becomes unconditional, provided this is within 12 months of the date of the Implementation Agreement.

5. Disclosure of interests in La Tasca

As at the close of business on 29 March 2007 (being the latest practicable date prior to the release of this announcement), Tragus controlled a total of 3,378,000 La Tasca Shares, representing approximately 6.88 per cent. of the existing issued share capital of the Company. Save for that and for the irrevocable undertakings referred to in paragraph 3 above, neither Tragus nor any of its directors nor, so far as the directors of Tragus are aware, any person acting in concert with Tragus for the purposes of the Proposals, owns or controls or holds any option to purchase, or has any arrangement in relation to La Tasca Shares or securities convertible or exchangeable into La Tasca Shares or options (including traded options) in respect of, or has entered into any derivative

referenced to, any such shares. For these purposes, "arrangement" includes any indemnity or option arrangement, any agreement or understanding, formal or informal, of whatever nature, relating to La Tasca Shares which may be an inducement to deal or refrain from dealing in such shares. In the interests of secrecy prior to this announcement, Tragus has not made any such enquiries in respect of certain parties who may be deemed by the Panel to be acting in concert with them for the purposes of the Proposals. Enquiries of such parties will be made as soon as practicable following the date of this announcement and any material disclosure in respect of such parties will be included in the Scheme Document.

6. General

Tragus reserves the right to elect to implement the Revised Offer by making a Takeover Offer for the entire issued and to be issued share capital of La Tasca.

Enquiries:

Tragus

Graham Turner Tel: +44 (0)20 7121 3236

Rothschild (Financial Adviser to Tragus)

Avi Goldberg Tel: +44 (0)20 7280 5000

Shore Capital (Broker to Tragus)

Alex Borrelli Tel: +44 (0)20 7408 4090

Brunswick (Public Relations adviser to Tragus)

Fiona Antcliffe Tel: +44 (0)20 7404 5959

PricewaterhouseCoopers (Financial Adviser to La Tasca)

Simon Boadle Tel: +44 (0)20 7583 5000

Sean Williams

Gerry Young

Altium (Rule 3 adviser to La Tasca)

Stephen Georgiadis Tel: +44 (0)20 7484 4040

Marc Milmo

College Hill (Public Relations adviser to La Tasca)

Rothschild, which is authorised and regulated by the Financial Services Authority in the United Kingdom, is acting exclusively for Tragus and no one else in connection with the Proposals and will not be responsible to anyone other than Tragus for providing the protections afforded to clients of Rothschild nor for providing advice in relation to the Proposals, the content of this announcement or any other matter or arrangement referred to herein.

Shore Capital, which is authorised and regulated by the Financial Services Authority in the United Kingdom, is acting exclusively for Tragus and no one else in connection with the Proposals and will not be responsible to anyone other than Tragus for providing the protections afforded to clients of Shore Capital nor for providing advice in relation to the Proposals, the content of this announcement or any other matter or arrangement referred to herein.

PricewaterhouseCoopers, which is authorised and regulated by the Financial Services Authority in the United Kingdom, is acting exclusively for La Tasca and no one else in connection with the Proposals and will not be responsible to anyone other than La Tasca for providing the protections afforded to clients of PricewaterhouseCoopers nor for providing advice in relation to the Proposals, the content of this announcement or any other matter or arrangement referred to herein.

Altium, which is authorised and regulated by the Financial Services Authority in the United Kingdom, is acting for La Tasca and no one else in connection with the Proposals and will not be responsible to anyone other than La Tasca for providing the protections afforded to clients of Altium nor for providing advice in relation to the Proposals, the content of this announcement or any other matter or arrangement referred to herein.

THIS ANNOUNCEMENT DOES NOT CONSTITUTE AN OFFER TO SELL OR THE SOLICITATION OF AN OFFER TO SUBSCRIBE FOR OR BUY ANY SECURITIES NOR THE SOLICITATION OF ANY VOTE OR APPROVAL IN ANY JURISDICTION, NOR SHALL THERE BE ANY SALE, ISSUE OR TRANSFER OF THE SECURITIES REFERRED TO IN THIS ANNOUNCEMENT IN ANY JURISDICTION IN CONTRAVENTION OF ANY APPLICABLE LAW.

Further Information on the Proposals

The availability of the Proposals to La Tasca Shareholders who are not resident in the United Kingdom may be affected by the laws of relevant jurisdictions. La Tasca Shareholders who are not resident in the United Kingdom will need to inform themselves about and observe any applicable requirements.

This announcement has been prepared for the purposes of complying with English law, the City Code and the AIM Rules and information disclosed may not be the same as that which would have been prepared in accordance with the laws of jurisdictions outside England.

The Proposals will be subject to the applicable rules and regulations of the Financial Services Authority, the London Stock Exchange and the City Code.

Dealing Disclosure Requirements

Under the provisions of Rule 8.3 of the Code, if any person is, or becomes, "interested" (directly or indirectly) in 1% or more of any class of "relevant securities" of La Tasca, all "dealings" in any "relevant securities" of that company (including by means of an option in respect of, or a derivative referenced to, any such "relevant securities") must be publicly disclosed by no later than 3.30 p.m. (London time) on the Business Day following the date of the relevant transaction. This requirement will continue until the Effective Date or until the date on which the Scheme lapses or is otherwise withdrawn or on which the "offer period" otherwise ends (or, if Tragus elects to effect the Proposals by way of a Takeover Offer, until the date on which the offer becomes, or is declared, unconditional as to acceptances or is otherwise withdrawn or on which the "offer period" otherwise ends). If two or more persons act together pursuant to an agreement or understanding, whether formal or informal, to acquire an "interest" in "relevant securities" of La Tasca, they will be deemed to be a single person for the purpose of Rule 8.3.

Under the provisions of Rule 8.1 of the Code, all "dealings" in "relevant securities" of La Tasca by Tragus or La Tasca, or by any of their respective "associates", must be disclosed by no later than 12.00 noon (London time) on the Business Day following the date of the relevant transaction.

A disclosure table, giving details of the companies in whose "relevant securities" "dealings" should be disclosed, and the number of such securities in issue, can be found on the Panel's website at www.thetakeoverpanel.org.uk.

"Interests in securities" arise, in summary, when a person has long economic exposure, whether conditional or absolute, to changes in price of securities. In particular, a person will be treated as having an "interest" by virtue of the ownership or control of securities, or by virtue of any option in respect of, or derivative referenced to, securities.

Terms in quotation marks are defined in the Code, which can also be found on the Panel's website. If you are in any doubt as to whether or not you are required to disclose a "dealing" under Rule 8, you should consult the Panel.

In accordance with Rule 2.10 of the Code, La Tasca confirms that it has 49,077,092 ordinary shares of 5 pence each in issue and admitted to trading on AIM under the UK ISIN code GB00B05JYJ82.