

15 April 2010

Southern Bear Plc

("Southern Bear" or the "Group")

#### Directorate Changes

The Board of Southern Bear Group, the AIM quoted holding company focused on investments in the support services sectors of the UK and Europe, is pleased to announce the appointment of Mark Sims as Chief Executive Officer with immediate effect. This is as part of the Group's new strategic focus on the support services and fire protection/prevention markets.

Mark Sims, formerly Chief Operating Officer of the Group and BGC Limited Director, replaces Steven Hancock - who will remain on the Board as an Executive Director.

In addition, the Board announces the appointment of Miss Janet Alison Domin (formerly Hacking), aged 48, as Executive Director.

Janet became a partner in Fenhams Contracts in 1998, having previously worked in a variety of roles in HM Customs and Excise. She was primarily responsible for the finance function, managing accounting procedures and compliance in all areas of the business. Janet's involvement in the finance and operational side of the business helped the turnover of Fenhams Contracts grow rapidly from £120,000 in March 1999 to £12 million for the year ended March 2007.

Fenhams Contracts was purchased by Southern Bear plc in August 2008. Subsequently Janet has played an important role in the successful integration of the former partnership into the Group.

Commenting on the changes Nigel Wray, Chairman of Southern Bear said:

**"We are delighted to appoint Mark as the new CEO and welcome Janet to the Board. As we previously announced, the Group has changed its strategy to focus on the UK's legislation led support services and fire protection/prevention markets and we believe this to be another positive step in that direction."**

Janet is, or has been in the previous five years, a Director or Partner of the following companies:

Current directorships/partnerships	Previous directorships/partnerships
Fenhams Limited	Fenhams Contracts
Support Services Trading Limited	Richardson & Domin Limited
Trade Training Associates (North East) Limited	PR and JD Limited
Trade Training Associates Limited	

Janet currently holds 50,000,000 shares in Southern Bear, representing 5.97% of the issued share capital of the Group. In addition, she holds convertible loan stock to the value of £50,000, further details of which can be found in the announcement of 21 December 2009.

The Group confirms there is no other information that falls to be disclosed under Schedule 2 paragraph (g) of the AIM Rules.

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**Notes to Editors:**

**Southern Bear plc** is a holding company focused on investments in the support services sectors of the UK and Europe. The Group's strategy is to acquire businesses which typically have a turnover of up to £10 million and a strong second tier management. Its shares were originally listed on AIM in 2005.