

12 May 2010

Southern Bear plc
("Southern Bear" or "the Company")

Director Dealing

Southern Bear has today been advised that Mr. Mark Sims, Chief Executive Officer of the Company, has transferred his entire shareholding in the Company from an SVS (Nominees) Limited account to a Pershing Nominees Limited account. This is a direct share transfer between 2 nominee accounts and is not a sale and re-purchase of shares.

Mr Sims's beneficial holding in the Company therefore remains unchanged at 63,203,125 ordinary shares, representing 7.53% of the Company's issued share capital. In addition, Mr. Sims holds convertible loan stock to the value of £75,000, further details of which can be found in the announcements of 1 May 2009 and 21 December 2009.

For further information, please contact:

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