

ACROMAS

HOLDINGS LTD

8th July 2008

Annual Review for the period ended 31 January 2008

Acromas Holdings Ltd ("Acromas" or "the Company"), the holding company for two of Britain's iconic brands – the AA and Saga, has today published its Annual Review and Report and Accounts for the period ended 31 January 2008.

These are available at: www.acromas.com.

Acromas has delivered impressive results since bringing together the AA, the UK's leading motoring organisation, and Saga, the UK's leading provider of products and services specifically designed for people aged 50 and over.

Acromas acquired the businesses of the AA and Saga on 18 September 2007. It is the UK's leading affinity business employing 12,000 people and serving 17.6 million customers.

The trading results presented in this first set of financial statements reflect the period from that date to 31 January 2008. An unaudited pro forma profit and loss account is set out in the Annual Report showing what the results of the Group would have been if Saga and the AA were acquired on 1 February 2006. The trading results described are all on this basis.

Operational Summary

- Delivering benefits of shared expertise considerably ahead of schedule
- Continued strong trading in all the Group's main markets
- Policy growth across all key sectors
- Improved service and performance in the AA
 - Increased patrols to over 2,800
 - Reduced roadside assistance waiting time
 - Core roadside business maintained
 - Which? Magazine 'Best Breakdown Provider'
- Continued strength of Saga business
 - Purchase of our first hotel – the Bel Jou in St Lucia – already the best-selling long-haul holiday
 - Joint first for favourability with customers in the 2007 Ipsos Mori Corporate Image Survey for financial services

Financial Summary (pro-forma basis)

- Gross profit of £855.3 million (up 7.9% on the previous year)
- EBITDA increased 8.4% to £484.5 million
- 93% of EBITDA converted to cash

**Commenting on the Annual Review, Andrew Goodsell,
Chief Executive, said:**

“These impressive results show the power of two of the UK’s iconic businesses working together. We are making good progress in both operational excellence and financial performance. I’d like to thank everyone at Saga and the AA for believing passionately in the businesses and driving us all to greater success. I believe that together we will continue to build two of the UK’s best loved brands.

We are committed to investing in both the AA and Saga in order to continue to deliver excellent customer service. I remain excited about the opportunities for the AA and Saga and believe that they will both continue to perform robustly in these uncertain times.”

Notes to Editors

Acromas Holdings Ltd

Acromas Holdings Ltd acquired the businesses of the AA and Saga on 18th September 2007. Its shareholders are its employees, and funds advised by Charterhouse Capital Partners, CVC Capital Partners and Permira Advisers.

The AA

The AA is the UK’s leading breakdown service, serving 15 million members with more dedicated patrols than any other roadside assistance provider. The AA also offers financial services such as loans and motor and home insurance. The on-line route planner calculates more than three million routes per week. The AA is the largest independent travel publisher in the UK. www.theAA.com

Saga

The Saga Group is the UK’s leading provider of products and services specifically designed for people aged 50 and over. With 2.6 million customers Saga provides insurance, financial services and holidays, and publishes the monthly Saga Magazine. www.saga.co.uk

For further enquiries:

Acromas	
Paul Green	01303 776023
Brunswick Group	020 7404 5959
Simon Sporborg and James Olley	