



27 January 2012

Brightside Group PLC
("Brightside" or the "Company")

Trading Update

Brightside, the specialist insurance broker, provides the following post year-end update ahead of the announcement of its full year results to 31 December 2011.

The Board is pleased to report a solid trading performance at the end of last year and therefore expects to report results for the year in line with the expectations set at the time of the E-Systems and eDevelopment acquisitions in November 2011. This will represent a record year for Brightside, reflected in a significant increase in reported Earnings Per Share. The balance sheet remains strong and well supported by operational cashflows.

This strong performance has been achieved notwithstanding difficult market conditions. As previously reported, having experienced constraints on insurance underwriting capacity in H2 2011 the Company announced in December 2011 that it had secured access to significant new capacity which will help drive sales growth in 2012. While competitive pricing remains a feature of the insurance industry, much of Brightside strategically operates in niche markets where margins can be more easily maintained.

The benefits of the recent acquisitions, which have created a fully integrated specialist insurance broking platform, are already being reflected both in operational improvement and in increased earnings. The Board therefore remains confident of delivering significant earnings growth in 2012 and for the foreseeable future.

Business Highlights

- Policy sales increased from 339,916 to 444,189, an increase of 30.7%
- Lead generation business increased the number of leads produced by 41.4%
- Internal premium finance loan book facility funded £117m of new loans, an increase of 73.4%
- Medical reporting business increased the number of instructions received from 35,934 to 37,431, an increase of 4.2%
- The acquisitions of Quote Exchange, E-Systems and eDevelopment were successfully completed during the year and integration into the Group remains on going.

Enquiries:**Brightside Group plc**

Paul Chase-Gardener

+44 (0)1454 634 194

Evolution Securities Limited (Nomad and Joint Corporate Broker)

Jeremy Ellis

+44 (0)20 7071 4300

Collins Stewart Europe Limited (Joint Corporate Broker)

Roger Lambert / Bruce Garrow / Adam Miller

+44 (0)20 7523 8350

Winningtons Public Relations

Tom Cooper / Paul Vann

+44 (0) 20 3176 4722

+44 (0) 797 122 1972

Notes to Editors:

Brightside Group plc, (AIM:BRT) is a fast growing insurance broking and financial services group. With a market leading position in commercial van insurance, the Group is made up of complementary insurance broking, lead generation, premium finance and medical reporting businesses.

Brightside and its associated businesses distribute insurance products to individuals and businesses through call centres and online. Call centre based brands include Commercial Vehicle Direct, One Business, One Bike, Motor and Home Direct, Taxi Direct and Minibus Direct. The Group sells online through the eInsuranceGroup brands – eCar, eBike, eVan, eHome, eCommercial and eLife as well as through YouChooseinsurance.co.uk

For further information see - www.brightsidegroup.co.uk