

Toye & Co Plc (the "Company")

Board Changes

23 July 2009

Toye & Co plc (AIM: TOYE), the manufacturer of military and masonic regalia, medals, badges and related textiles, today announces, that with effect from 1 August 2009, the appointment of Fiona Ann Toye as Chief Executive. Bryan E Toye, aged 71, whilst stepping down as Chief Executive will remain as Chairman.

Fiona, aged 49, has over 20 years experience within the company, having worked in all divisions. Having previously served as an Alternate Director of the Company, Fiona was appointed to the board of the Company in April 2007 as Marketing Director. Fiona has a beneficial interest in 25,500 ordinary shares and a further interest in 844,866 ordinary shares in the Company as a trustee.

Mrs Toye is or has been a director or partner in the following companies during the past five years:

Present

Toye, Kenning & Spencer Limited, a subsidiary of Toye & Co Plc

Past

None

There is no further information to disclose in accordance with Schedule 2(g) of the AIM Rules.

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