

FOR IMMEDIATE RELEASE, Kingston, Jamaica

November 14, 2012



Consolidated Bakeries (JA) Limited which operates under the brand names “Purity” and “Miss Birdie”, one of Jamaica’s Leading Bakeries, seeking to list on the JSE Junior Market, closed today, 14th November, 2012, at 3:08pm

Consolidated Bakeries (JA) Limited (“PURITY”) - Invitation for Subscription and Proposed Admission to the Junior Market of the JSE

The Invitation for Subscription for 51,805,171 ordinary shares (the "Shares") at the price of J\$1.88 per share (the "Invitation") of Consolidated Bakeries Limited (the "Company") closed at 3:08pm today, November 14th, 2012.

The IPO garnered a significant island wide retail shareholder base, in excess of 470 applicants reflecting the strong brand awareness of the 57 year-old Purity brand in Jamaica, and the opportunities that exist for Purity outside of Kingston.

The Invitation raised in excess of J\$ 101 million, and was approximately 4% oversubscribed.

Applicants (inclusive of Applicants for Reserved Shares) will be advised of the basis of allotment within three (3) business days, in accordance with the Junior Market Rules.

In moving forward, PURITY will be able to solidify itself in Jamaica’s baking industry. The net proceeds of the IPO, will position PURITY to significantly build on its already strong brand presence in the marketplace, and enable it to implement its strategic objectives.

The closing of the Invitation represents SSL’s 2nd Client IPO offering of 2012 and its 3rd since 2011 on the JSE Junior Market

Contact:

Lamar Harris

Manager, Investment Banking
Stocks and Securities Limited
764-1282 (direct)/ 579-7632 (mobile)
E-mail: lharris@sslinvest.com