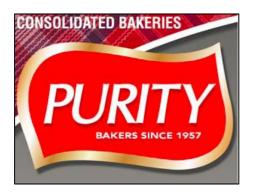


## FOR IMMEDIATE RELEASE, Kingston, Jamaica

## **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  $2^{nd}$  Client IPO offering of 2012 and its  $3^{rd}$  since 2011 on the JSE Junior Market

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