

08 November 2012

Michelmersh Brick Holdings

Michelmersh Brick Holdings launches new BIM website

Michelmersh Brick Holdings PLC ("MBH") announces that its Building Information Modelling ("BIM") website (www.thebimstore.co.uk) is operational, making MBH the first and only brick manufacturer to have responded promptly to the requirements of BIM.

The Government Construction Strategy, published by the Cabinet Office on 31 May 2011, announced the Government's intention to require collaborative 3D BIM (with all project and asset information, documentation and data being electronic) on its projects of £5 million and over by 2016.

BIM describes the process of designing a building collaboratively using one comprehensive system of computer models. The process involves the generation and management of information rich, digital representation of both the physical and functional characteristics of a facility, enabling a virtual information model to be passed down from the design team to the contractors and then on to the owner or operator, creating a single shared model, which reduces information loss and provides an extensive range of information.

The MBH website provides the BIM data for all MBH products in formats which suit the various software packages that are available for BIM. In addition to our own BIM website, MBH data will also be hosted on www.bimstore.co.uk, the UK's leading database for BIM related information, on 3 December 2012.

Frank Hanna, Director of MBH commented: "As the first and only brick manufacturer in the UK to have an operational BIM specification data base we are proud to be leading the way in our sector. This only serves to enhance our position as '*Britain's Brick Specialists*' and win further brick specification work as a result."

For further information:

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Notes to Editors:

Michelmersh Brick Holdings PLC is the holding company for Michelmersh Brick UK Ltd, a business with seven leading market brands: Blockleys, Charnwood, Dunton, Freshfield Lane, Hathern Terra Cotta, Michelmersh and Taperell Taylor. These divisions operate within a fully integrated business combining the manufacture of clay bricks, tiles and pavers. The Group also includes a landfill operator, New Acres Limited, and seeks to develop future landfill and development opportunities on ancillary land assets.

Established in 1997 by Martin Warner, Chief Executive and Eric Gadsden, Chairman, the Company has grown through acquisition and organic growth into a profitable, cash generative and asset rich business, producing approximately 70 million clay bricks, tiles and pavers per annum. MBH currently

owns most of the UK's premium manufacturing brands and is a leading specification brick and clay paving manufacturer.

Recently MBH's products have been successfully used in projects such as the extension of the Lutyens-designed, Grade II Listed, Henrietta Barnett School in Hampstead Garden Suburb, the award-winning Holiday Inn Express in Manchester and the contemporary Falmer Academy building in Brighton. We are also suppliers to high value housing developers such as Berkeley and St James Homes, delivering to key city regeneration projects such as Battersea Reach.

Further information on the Company can be found at www.mbhplc.co.uk