

3 February 2016

**Michelmersh Brick Holdings PLC
("MBH" or the "Group")**

bimbricks.com Launch

Michelmersh Brick Holdings PLC (AIM: MBH), the specialist brick manufacturer and landfill company, is pleased to announce the launch of bimbricks.com, a new one-stop website aggregating information on catalogues, certifications of all MBH PLC products and high resolution BIM data. The new brand and platform will allow builders, contractors and specifiers to connect and share information, helping to facilitate more efficient interaction from project planning to completion.

The launch of this platform demonstrates MBH PLC is taking the lead in innovating its industry, setting the tone for a new methodology in the materials and construction sector by allowing simple and easy access to relevant, useful and value-adding data. bimbricks.com will provide users with access to information on demand, leveraging the power data transparency has in transactions and developing business relationships.

MBH PLC has aligned itself with the Government's programme to modernise the sector through its Construction Strategy, published in May 2011. As a vindication of the Company's efforts, the aggregation of Building Information Modelling (BIM) files in the UK has seen rapid increases in industry support, acceptance and participation.

Frank Hanna, Joint Chief Executive of MBH, commented: "Our work here will ensure the sector remains competitive and efficient by helping third parties get access to the information and products they need. Moreover, the site encourages environmentally friendly collaboration on a large scale, reducing waste and saving money."

As well as the dedicated bimbricks.com site, MBH PLC has created a short film animation explaining the many benefits of its BIM files. It has also launched a wide variety of bimbricks.com social media channels, highlighting the pioneering and inspirational uses of brick in architecture. It believes the rich content on the platform will create an exciting new forum for debate, discussion and sharing of beautiful design. This launch also aims to switch on new, existing and prospective users of BIM to MBH PLC's offering via a soft approach. It will emphasise the manufacturer's ability to offer bespoke products of high quality craftsmanship, alongside high standards of customer service to attract an increasing following.

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About Michelmersh Brick Holdings PLC:

Michelmersh Brick Holdings Plc is a business with five leading market brands: Blockleys, Charnwood, Freshfield Lane, Michelmersh and Hathern Terra Cotta. 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 the Company has grown through acquisition and organic growth into a profitable and asset rich business, producing approximately 70 million clay bricks, tiles and pavers per annum. MBH PLC currently owns most of the UK's premium manufacturing brands and is a leading specification brick and clay paving manufacturer.

Recently Michelmersh's products have been successfully used in prestigious projects such as the Nottingham Railway Station refurbishment, Manchester's Salford Quays regeneration project and the Lend Lease, Elephant and Castle redevelopment in London. 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 and bimbricks.com can be found at **www.mbhplc.co.uk** [bimbricks.com website]