

20 November 2013

**Bonmarché Holdings plc
("Bonmarché" or the "Company")
First day of dealings**

Bonmarché, one of the UK's largest women's value retailers focused on selling affordable, stylish, premium quality clothing and accessories in a wide range of sizes for mature women, is pleased to announce that admission takes place and dealings in its ordinary shares commence at 08:00am today on the AIM market of the London Stock Exchange plc under the ticker "BON".
The Company's admission document can be found at www.bonmarcheplc.co.uk.

- Ends -

For further information regarding Bonmarché, please call:

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Notes to Editors:

Bonmarché is one of the UK's largest women's value retailers focused on selling affordable, stylish, premium quality clothing and accessories in a wide range of sizes for women over 50 years old, via its own store portfolio, website, mail order catalogues and through the Ideal World TV shopping channel. Established in 1982, the Bonmarché business has more than 30 years of experience in this growing market segment, operating across the UK.