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For immediate release

College Hill announces Big Bear Group IPO

International business communications consultancy College Hill, part of College Group, has been hired by Big Bear Group and today issued the company's Intention to Float announcement.

Big Bear – which is best known for the iconic Honey Monster, Sugar Puffs, Harvest Chewee, Fox's Glacier mints, Just Brazils and Paynes Poppets – specialises in acquiring and revitalising well known UK food brands. Since it was founded in 2003, the management team led by John Jackson, Paul Wilkinson and Mario Giannotta has almost quadrupled sales from less than £14m in 2004 to £53m last year.

The group intends to use the capital raised from the float to further develop its existing brand portfolio and, where appropriate, it may acquire further underperforming heritage food brands. John Rothenberg, formerly of Unilever, and Margaret Mountford, of "The Apprentice" fame, will both join the board as non-executive directors.

Mike Davies of College Hill said: "We are really excited to help bring this iconic stable of brands to the market. Big Bear is a great business with an exceptionally experienced senior management team."

Big Bear Group's Chief Executive, Mario Giannotta, commented: "We are delighted to be working with the team at College Hill. They are supporting us throughout the process and delivered when it counted."

College Group's practice The College, is handling the design and build of a dedicated IPO website.

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Notes for Editors:

About College Hill

College Hill is a growing international business communications consultancy with offices in Europe, China, India, South Africa and the United States. College Hill's wide range of complementary practices provides advice to clients around the world on communicating with their principal stakeholders. Areas of expertise include financial public relations and investor relations, with specialist industry sector teams; corporate public relations; public affairs; branding; financial reporting and digital; risk and crisis management; employee engagement and strategic research consultancy. See www.collegehill.com.