NORCROS PLC
(“NORCROS”, THE “COMPANY” OR THE “GROUP”)

£100.5m PLACING AND PROPOSED ADMISSION TO LISTING ON THE OFFICIAL LIST OF THE UK LISTING AUTHORITY

Norcros, the home consumer products group with operations primarily in the UK and South Africa, today announces the successful pricing of its initial public offering of 148,717,884 ordinary shares of 10 pence each proposed for admission to trading on the Official List of the UK Listing Authority and the London Stock Exchange’s main market for listed securities. Based upon the placing price of 78p per Ordinary Share, funds raised under the Placing will be £100.5m and the market capitalisation of Norcros on Admission will be £116.0m.

Norcros primarily comprises three operating divisions, namely Triton plc (“Triton”), H & R Johnson Limited (“HRJ”), and Norcros SA (Pty) Limited (“Norcros SA”). The Group enjoys leading positions in its chosen markets:

- Triton has the leading position in the UK domestic shower market in which demand is underpinned by the strong replacement cycle and increased shower penetration per UK household. The business is highly cash generative

- HRJ is the number one UK tile manufacturer and well positioned to increase market share and improve margins in an expanding tile market following a period of radical restructuring

- Norcros SA has significant opportunities in the rapidly expanding South African tile market through its integrated manufacturing and retail operations with an exciting retail store refurbishment and roll out programme underway

The Group has completed an extensive restructuring including rationalisation of and investment into its businesses. Following Admission, it will continue to pursue a growth strategy, building on its market leading positions through continued product development and customer service.

Business Highlights

- Established market brands associated with excellent quality and service
- Group trading profits have increased from £13.1m to £15.3m from 2005 to 2007
- Established base poised for future growth
- Strong, long term client relationships and wide distribution base
- Strong record of earnings performance and clear growth strategy
- Experienced management team with proven track record

Listing Highlights

- £100.5m Placing of 128,802,669 Ordinary Shares of 10p each at a price of 78p per share
- Expected market capitalisation on listing of £116.0m
- Current enterprise value of c. £166.0m

- Will offer investors access to a market leading home consumer products business with significant growth opportunities

- Raises £72m for the Company (net of expenses) to create a capital structure suitable for growth and to facilitate selective acquisitions

- Reduction in Group indebtedness and finance costs

- Enhances the Group's profile and status within its markets and customer base

- Provides liquidity for existing shareholders and an active market for Norcros shares

- Supplements the Group's ability to recruit and incentivise key staff

Subject to approval, dealings are expected to commence at 8.00 am on 16 July 2007.

Joe Matthews, Chief Executive of Norcros, commented:

"We are looking forward to the next phase of Norcros's development as a publicly listed company. We have built leading positions in our chosen markets which we believe offer excellent opportunities for growth and we would like to welcome our new institutional shareholders on board."

11 July 2007

A presentation for analysts is taking place at 10 am today at the offices of College Hill, 5th Floor, 78 Cannon Street, London EC4N 6HH.

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