

**EKF Diagnostics Holdings plc
("EKF" or the "Company")
(formerly International Brand Licensing PLC)**

**Sale of the Admiral trademarks in China, Hong Kong, Macau,
Taiwan and Korea.**

EKF Diagnostics Holdings plc (AIM: EKF), which has recently refocused on the in-vitro diagnostic devices market, announces that it has sold the rights to the Admiral sports Brand in China, Hong Kong, Macau, Taiwan and Korea for a total cash consideration of £500,000 to Well Team Limited, which is wholly owned by the PNH Group of Hong Kong ("PNH").

PNH is one of the leading sport wear manufacturers in Asia, specializing in replica kit over the past 25 years. It also owns EZshopnet Limited who have the exclusive manufacturing and distribution rights of the official Chelsea Football Club merchandise in Asia Pacific. Working closely with Kitbag Limited, EZshopnet Limited is a pioneer in e-commerce for football merchandise and operates the official Asian Online Stores for Chelsea FC, AC Milan, Olympique Lyonnais FC, the Football Association and the 2010 FIFA World Cup.

PNH and the Company also announce that they are working together on the disposal of the remaining Admiral territories being: Europe (apart from the UK and Ireland), North America, South America and Canada.

Julian Baines, EKF's CEO, commented: "We are very pleased to have concluded this disposal as they were territories in which we received nominal royalty income. We are now looking to conclude the sale of our remaining Admiral territories and we are delighted to be working with PNH and hope to finalise our divestment from the sports licensing sector shortly, allowing us to utilise these funds to further build our diagnostics business."

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This information is provided by RNS
The company news service from the London Stock Exchange

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DISSEAFISFSSEFW admin Sale of the Admiral sports rights 3585581 A Wed, 07/21/2010 - 07:00
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