

FOR IMMEDIATE RELEASE

14 November 2008

Dyson Group plc

("Dyson" or "the Company")

Trading Update

Ahead of the publication of its interim results for the six months to 30 September 2008 due on the 27 November 2008, the Company is today providing the following trading update.

Trading during the first half of the current financial year was satisfactory and results will be reported in line with management's expectations, with an underlying Profit before Taxation in excess of £3 million. However, as a result of the significant downturn in the global automotive markets, Dyson has experienced a recent and material reduction in demand for its Saffil and Ecoflex products.

Part of the strategic focus of the new management team has been to broaden and to diversify Dyson's customer base. Progress has been made to improve future revenues as the niche markets for Saffil and Ecoflex products continue to grow, driven by increasing emissions legislation. However, under the terms of the supply agreements, automotive customers vary their call-off volumes according to market demand. These are currently running at reduced levels, and visibility for sales during the remainder of the financial year is uncertain.

The Company has already undertaken a detailed reforecast of the remainder of the year to 31 March 2009 which indicates that the performance for the second half of the current year is likely to fall significantly below the Directors' expectations. The Company has notified both of its banks, with whom it will now work constructively to resolve any covenant breaches that may arise in the future. The Company continues to have access to adequate liquidity, and all of its borrowings are unsecured.

Decisive cost and cash containment actions have been implemented and the Directors do not expect to pay any interim dividend.

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