

For Immediate Release, May 2011

**Aurora Fashions
(Coast, Oasis & Warehouse)
New Brand Communication Director joins Oasis**

Aurora Fashions, the group behind some of the UK's most respected women's fashion brands - Coast, Oasis and Warehouse - announces the appointment of Andy Griffiths, as Brand Communication Director at Oasis.

Liz Evans, Managing Director of Oasis, commented: "We are delighted that Andy is joining our leadership team. His communication and wealth of multi-channel experience will be invaluable in continuing to grow the business both in the UK and internationally."

Andy joins Oasis from Diesel to become Brand Communication Director. Andy spent five years as Head of Communication (UK and Ireland) at Diesel and previously worked at specialist communications consultancy, Halpern Associates, with brands including Burberry, Jaeger and Miss Sixty.

Established in 1991, Oasis is a leading aspirational high street boutique with 487 stores and concessions in 25 countries. Over a third of the brand's sales are outside the UK and the business is currently expanding across Russia, Europe and the Middle East.

Mike Shearwood, Chief Executive of Aurora Fashions, commented: "Andy is a leading practitioner in his field and his appointment is testament to the strength and success of the Oasis brand. He will play a key role in positioning Oasis for continued growth."

- ENDS -

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Notes to Editors

Aurora Fashions owns, develops and manages the performance of some of the UK's most respected women's fashion brands - Coast, Oasis and Warehouse - which are all aimed at the higher end of the market.

Aurora Fashions' brands are among the most recognised in the UK and internationally with 1,278 stores in 33 countries.

Aurora's store portfolio breaks down as follows:

UK / International

Coast 207 / 120

Oasis 253 / 242

Warehouse 306 / 150