



For Immediate Release, Monday 10th January 2011

**Aurora Fashions
(Coast, Karen Millen, Oasis & Warehouse)
Changes to Organisational Structure
“...structured for success...”**

Aurora, the Group behind some of the UK's most respected women's fashion brands - Coast, Karen Millen, Oasis and Warehouse - announces proposed changes to its organisational structure that will support the development and growth of all of its businesses and maximise the benefits of the Group's shared services infrastructure.

The changes, which will include the outsourcing of Aurora's distribution services and IT functions, are expected to take effect during February 2011 following consultation with staff.

Aurora is in exclusive discussions with WT to outsource its global distribution services. WT is part of the Toll Group which provides global supply chain solutions. Aurora has a long and successful relationship with WT, who are committed to keeping the existing Aurora management team and staff, with approximately 300 employees transferring to WT.

Aurora's IT function will be outsourced to Retail Assist, the leading retail-only solutions and IT managed services company. Some 48 employees will transfer to Retail Assist, who have strong experience in the retail industry and bring the flexibility and agility that Aurora's businesses need. The outsourcing of the IT function offers Retail Assist the opportunity to build on the existing shared services and supplier relationships to deliver economies of scale, cost synergies and best practice solutions for all their customers.

Commenting on the organisational changes, Richard Glanville, CFO of Aurora Fashions, said: "The proposed organisational changes that we've announced today are part of the next stage of our strategy. Having appointed Managing Directors into each of our brands during 2010 this now gives them clear responsibility and accountability for all aspects of their business' performance. This structure not only preserves the benefits of scale of our shared services but secures optimal service levels for all our brands both now and in the future. Importantly, it will be achieved without any job losses."

Mike Shearwood, Chief Executive of Aurora Fashions, commented: "This new structure is very much about growth. It builds on the positive results for the first half announced in November and the anticipated strong outcome for the year as a whole, following an improved performance in the second half, including positive like for like sales over the Christmas trading period. Significantly, this new organisational structure reinforces the focus of all the brands on satisfying the needs of their customers."

- 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, Karen Millen, Oasis and Warehouse - which are all aimed at the higher end of the market.

Aurora's four fashions brands are among the most recognised in the UK and internationally with 1,586 stores in 48 countries.

The store portfolio breaks down as follows:

UK / International

Coast 207 / 117

Karen Millen 91 / 213

Oasis 253 / 241

Warehouse 306 / 158