

April 2006

ANNOUNCEMENT

RETENTION OF DEPUTY CHAIRMAN AND TWO BOARD MEMBERS OF VISITBRITAIN

The Minister for Sport and Tourism, Richard Caborn, has reappointed Penelope, Viscountess Cobham as the Deputy Chairman of VisitBritain, and Kumar Muthalagappan and Alan Parker as members of the board. They will each serve a further four years from 7 April, 1 March and 1 April respectively.

Penelope, Viscountess Cobham

Lady Cobham is Chairman of the British Casino Association, which represents over 90% of the operating casinos in the UK. She is also Chairman of the largest commercial radio station in the West Midlands, 100.7 Heart FM, owned by Chrysalis plc. She sits on the board of Partridge Fine Arts plc and is a consultant to Ernst & Young.

Penny Cobham is Chairman of the Trustees of the largest UK arts prize, the Gulbenkian Prize for museums and galleries. She is a Trustee of Thinktank, the Birmingham Museum of Science & Discovery, in addition to serving on the Council of both the National Trust and Historic Houses Association. She has also served on a range of private and public boards and national bodies including English Heritage, the V&A, the Countryside Commission and British Waterways. She does not currently hold any other public appointments. She has not undertaken any political activity in the last five years.

Kumar Muthalagappan

Kumar Muthalagappan is Managing Director of the Pearl Hotels and Restaurants Group, and a Chartered Accountant. Graduating from the University of Warwick in 1983, he specialised in the areas of audit and corporate finance with KPMG until 1998, when he became Managing Director of a group of family businesses that has successfully established a premium hospitality group, with three hotels (including the restoration of Colwick Hall Hotel, Lord Byron's ancestral home) and eleven restaurants under the flagship brands of Coconut Lagoon, Georgetown, Coliseum and Raffles.

He has been appointed to the Olympic Delivery Authority, the body with responsibility for the construction of the venues and infrastructure for the London 2012 Olympic Games and Paralympic Games, with effect from April 2006. He has not undertaken any political activity in the last five years.

Alan Parker

Alan Parker was appointed Chief Executive of Whitbread plc in June 2004 having been Managing Director of Whitbread Hotel Company for the previous 12 years and a member of the Whitbread plc Board since 2000. Whitbread is the No1 hospitality company in the UK with leading brands in hotels, restaurants and leisure clubs.

Alan was educated at the University of Surrey (BSc in Hotel Management), where he is now a Visiting Professor. He is a graduate of the Harvard Business School's Advanced Management Programme, a Director and ex-Chairman of the British Hospitality Association, a Fellow of the Hotel and Catering International Management Association, and an Executive Director of the World Travel and Tourism Council. Before joining Whitbread in 1992, Alan had been Managing Director Europe for Crest Hotels, based in Frankfurt, and then Senior Vice President

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of Holiday Inn Europe, Middle East and Africa, based in Brussels. He does not hold any other public appointments, and has not undertaken any political activity in the last five years.

Background

VisitBritain was created on 1 April 2003 and was formed by the merger of functions of the British Tourist Authority and the English Tourism Council. Its function is to build the value of tourism by creating world-class destination brands and marketing campaigns. It works through building partnerships with, and delivering insights to, other organisations which have a stake in British and English tourism.

The Board comprises six members appointed by the Secretary of State (including the Chairman). The Deputy Chairman role is remunerated at £20,750 for an average of four days per month. Board members are remunerated at £8923 for an average of two days per month.