

Press Release

Serco is the Most Admired Support Services Company for fifth year running

1 December 2008

Serco has been declared Britain's Most Admired Support Services Company for the fifth year running. The award is from Britain's longest running and most respected business awards programme, Management Today's Britain's Most Admired Companies Awards 2008.

Serco was also the 12th Most Admired Company overall in a list headed by the drinks giant Diageo.

Management Today's awards are considered the Oscars of the business world. They are the most important awards for recognising corporate excellence and reputation within Britain's businesses.

A total of 240 companies – the 10 largest in each of 24 sectors – are rated against nine criteria with ratings determined using responses from board level representatives of companies in the same sector, as well as analysts and City commentators.

Companies are judged on their quality of services, quality of management, financial soundness, ability to retain develop and retain top talent, value as a long term investment, capacity to innovate, quality of marketing, community and environmental responsibility and use of corporate assets.

Christopher Hyman, Serco Group Chief Executive, said: "Winning this award for a fifth year in a row is a fantastic achievement and testament to the dedication and ability of people across Serco and their commitment to deliver high quality and efficient services. It is especially pleasing to continue to be recognised by the other high quality companies providing support services in the UK."

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Britain's Most Admired Companies Awards, first conducted in 1994 is a academic survey created and conducted by Prof. Mike Brown of Nottingham Business School, the results of which are officially and exclusively published by Management Today <http://www.managementtoday.co.uk/>

(Ends)

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About Serco

Serco is an international service company which combines commercial know-how with a deep public service ethos.

We improve services by managing people, processes, technology and assets more effectively. We advise policy makers, design innovative solutions, integrate systems and - most of all - deliver to the public.

Serco supports governments, agencies and companies who seek a trusted partner with a solid track record of providing assured service excellence. Our people offer operational, management and consulting expertise in the aviation, defence, education, health, home affairs, local government, science, technology, transport and the commercial sectors.

More information can be found at www.serco.com

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