

press release

21 May 2010

The Share Centre recommends investors stay away from B A

- British Airways report their biggest annual loss ever
- The Share Centre lists British Airways as a 'sell' for investors
- The Share Centre recommends investors avoid the airline industry due to the uncertainty of the volcanic ash cloud

This morning British Airways announced its biggest ever annual loss at £531m. Nick Raynor, investment adviser at The Share Centre, explains what this means for investors.

"It has not been a good year for British Airways (BA), with pre-tax profits down 32% to £531m for the year ending 31 March 2010. The airline has had a lot to deal with in the last 12 months. The economic crisis, volcanic ash cloud and the industrial strike action have all had a part to play.

"The airline industry as a whole has taken a hit recently, EasyJet also saw their share price fall as the volcanic ash cloud caused uncertainty in the market. Until we can be sure of the full extent of the financial damage caused, we warn investors to stay away from the industry as a whole.

"BA has suffered more than others in the industry, as cabin crew strike action in March cost the airline more than £40m. News of a further 20 day strike, likely to cost £138m will come as more bad news for investors.

"However, for investors in it for the long haul the deal to merge with Spanish airline Iberia, could be the cost saving measure to help kick start BA's share price skywards once again."

---Ends---

Note to editors:

Figures correct as of 11 am on 21 May 2010.

Top customer buys and sells for 20 May 2010 at The Share Centre based on volume of shared traded

Top buys

1. National Grid
2. Barclays
3. Lloyds
4. Vodafone
5. Rockhopper Exploration
6. BP
7. Xstrata
8. Aviva
9. Tesco
10. Desire Petroleum

Top sells

1. Rockhopper Exploration
2. Lloyds
3. National Grid
4. Barclays
5. BP
6. RBS
7. Centamin Egypt
8. Taylor Wimpey
9. Share PLC
10. Tesco

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Risk Warnings:

Investing in general, and the products and services mentioned above may not be suitable for all: if in doubt, individuals should seek independent financial advice. The value of investments and the income from them can go down as well as up and investors may not get back their original investment. Past performance is not a reliable indicator of future performance.

The bases and levels of taxation relating to ISAs, CTFs and SIPP's are subject to change and the value of these tax allowances may depend upon the circumstances of the individual.

About The Share Centre:

The Share Centre was established in 1990 to provide value-for-money share services for private investors. Its range of services includes buying and selling shares (by Internet, telephone and post) and a comprehensive share administration and safe custody service. Tax-efficient investment 'wrappers' including ISAs, CTFs and SIPPs are also available.

The Share Centre's Advice team provides comment on market sectors, individual shares and funds on www.share.com. Access is available to customers and registered users of the site. Registration is free. To understand how our Advice team arrive at their views please read our [Investment Research Policy](#)

In addition, account customers can receive individual telephone advice on UK-listed shares and on funds traded via the CoFunds trading platform.

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