



THIS ANNOUNCEMENT IS NOT FOR PUBLICATION OR DISTRIBUTION IN OR INTO THE UNITED STATES,
CANADA, JAPAN OR AUSTRALIA

Aberdeen Asset Management PLC (the “Company”)

Publication of Offering Circular for £90,000,000 3.5 per cent. Convertible Bonds due 2014 to be issued by Aberdeen Asset Management PLC (the “Bonds”)

Following the RNS announcement on 16 October 2009 announcing the terms of the Bonds, the following Offering Circular has been approved by the UK Listing Authority and is available for viewing:

Offering Circular dated 14 December 2009, relating to the £90,000,000 3.5 per cent. Convertible Bonds due 2014 to be issued by the Company.

To view the full document, please paste the following URL into the address bar of your browser.

<http://www.aberdeen-asset.com/aam.nsf/investorrelations/home>

The Offering Circular is also available for viewing at the Document Viewing Facility which is situated at the Financial Services Authority, 25 The North Colonnade, Canary Wharf, London E14 5HS, tel: +44 (0)20 7676 1000. The Company’s annual report and accounts for the year end 30 September 2009 may also be viewed at the Document Viewing Facility.

It is expected that dealings in the Bonds will commence on 18 December 2009 on the Professional Securities Market of the London Stock Exchange. The Bonds have been accepted for clearing by Euroclear and Clearstream, Luxembourg. The Common Code for the Bonds is 045930068. The International Securities Identification Number for the Bonds is XS0459300686.

For further information please contact:

Maitland 020 7379 5151
Neil Bennett

This announcement does not constitute or form part of an offer to sell or the solicitation of an offer to subscribe for or otherwise acquire any securities.

DISCLAIMER – INTENDED ADDRESSEES

Please note that the information contained in the Offering Circular may be addressed to and/or targeted at persons who are residents of particular countries (specified in the Offering Circular) only and is not intended for use and should not be relied upon by any person outside these countries and/or to whom the offer contained in the Offering Circular is not addressed. Prior to relying on the information contained in the Offering Circular you must ascertain from the Offering Circular whether or not you are part of the intended addressees of the information contained therein.

The Bonds and the Ordinary Shares have not been and will not be registered under the United States Securities Act of 1933, as amended (the “**Securities Act**”) or any relevant securities laws of any state of the United States and are subject to U.S. tax law requirements. Subject to certain exceptions, the Bonds and the Ordinary Shares may not be offered or sold within the United States or to or for the account or benefit of U.S. persons, as such terms are defined in Regulation S under the Securities Act.

Your right to access this service is conditional upon complying with the above requirement.

End