



19 September 2011

**Stadium Group Plc
("Stadium" or the "Company")**

Director/PDMR Shareholding

Stadium Group plc was notified today of the following transactions by Directors, which took place on 16 September 2011:

Stephen Phipson, Chief Executive, purchased 15,000 ordinary shares of 5p each in the Company ("Ordinary Shares") at a price of 70 pence each. As a result of this transaction, Mr Phipson is interested in 15,000 Ordinary Shares, representing 0.05% of the issued share capital of the Company.

Mrs S. Gill, the wife of Chris Gill, Senior Independent Non-executive Director, purchased 7,000 Ordinary Shares at a price of 70 pence each. Following this notification, Mr Gill and his connected partners now have a total beneficial interest in 64,820 Ordinary Shares, representing 0.22% of the issued share capital of the Company.

Stadium Group PLC's capital consists of 29,377,398 Ordinary Shares with voting rights. The Company does not hold any Ordinary Shares in Treasury.

Ends

Enquiries:

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