

**STADIUM GROUP PLC (the "Company")**  
**1 DECEMBER 2008**

**Director/PDMR Shareholding**

Stadium Group plc was notified today of the following transactions by Directors, which took place on 28 November 2008:

Mrs Julie Rogers, wife of Nigel Rogers, Chief Executive, purchased 15,000 ordinary shares of 5p each in the Company ("Ordinary Shares") at a price of 43 pence each. As a result of this transaction, Mr Rogers is interested in 317,905 Ordinary Shares, representing 1.10 % of the issued share capital of the Company.

Ken Leung, Managing Director of Stadium Asia, purchased 25,000 Ordinary Shares at a price of 43 pence each. As a result of this transaction, Mr Leung is interested in 290,400 Ordinary Shares, representing 1.01% of the issued share capital of the Company.

Other senior managers of the Company, including directors of the recently acquired Zirkon Holdings Limited, purchased a total of 60,000 Ordinary Shares at a price of 43 pence each.

Stadium Group PLC's capital consists of 28,812,198 Ordinary Shares with voting rights. The Company does not hold any Ordinary Shares in Treasury.

ENDS

**Further enquires:**

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