

STADIUM GROUP PLC (“Stadium Group” or the “Company”)

10 FEBRUARY 2009

TR-1(i): NOTIFICATION OF MAJOR INTERESTS IN SHARES

1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached (ii):

Stadium Group plc

2. Reason for the notification (please state Yes/No): ()

An acquisition or disposal of voting rights: (yes)

An acquisition or disposal of financial instruments which may result in the acquisition of shares already issued to which voting rights are attached: (no)

An event changing the breakdown of voting rights: (no)

Other (please specify) : (no)

3. Full name of person(s) subject to the notification obligation (iii):

Richard Malcolm Giles and Oliva Giles

4. Full name of shareholder(s) (if different from 3.) (iv):

Goldman Sachs Securities (Nominees) Limited

5. Date of the transaction (and date on which the threshold is crossed or reached if different) (v):

4th February 2009

6. Date on which issuer notified:

5th February 2009

7. Threshold(s) that is/are crossed or reached:

3%

8. Notified details:

A: Voting rights attached to shares

Class/type of shares if possible using the ISIN CODE Situation previous to the Triggering transaction (vi)

	Number of shares	Number of voting Rights (viii)
GB0008375098	0	0

Resulting situation after the triggering transaction (vii)

Class/type of shares if possible using the ISIN CODE	Number of shares	Number of voting rights (ix)		% of voting rights	
		Direct (x)	Indirect (xi)	Direct	Indirect
GB0008375098	1,000,000	1,000,000		3.47	

B: Financial Instruments

Resulting situation after the triggering transaction (xii)

Total (A+B)

Number of voting rights	% of voting rights
1,000,000	3.47%

9. Chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held, if applicable (xv):

N/A

Proxy Voting:

10. Name of the proxy holder:

N/A

11. Number of voting rights proxy holder will cease to hold:

N/A

12. Date on which proxy holder will cease to hold voting rights:

N/A

13. Additional information:

N/A

14. Contact name:

Bradley J. Haas (Goldman Sachs)

15. Contact telephone number:

+1-310-407-5660

Ends

Further enquires:

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www.stadium-plc.com