

STADIUM GROUP PLC (the “Company”)
13 MARCH 2008

Director/PDMR Shareholding

Stadium Group plc was notified yesterday of the following transactions by Directors, which took place on 12 March 2008:

Nigel Rogers, Chief Executive, purchased 13,850 ordinary shares of 5p each in the Company (“Ordinary Shares”) at a price of 67 pence each. These shares were purchased in the name of Winterthur Life (UK) Limited. As a result of this transaction, Mr Rogers is interested in 302,905 Ordinary Shares, representing 1.05 % of the issued share capital of the Company.

Mrs S. Verma, the wife of Kamal Verma, Managing Director, yesterday purchased 10,000 Ordinary Shares at a price of 67 pence each. Following this notification, Mr Verma and his connected partners now have a total beneficial interest in 408,637 Ordinary Shares, representing 1.42% of the issued share capital of the Company.

Ken Leung, Managing Director of Stadium Asia, purchased 10,000 Ordinary Shares at a price of 67 pence each. As a result of this transaction, Mr Leung is interested in 250,400 Ordinary Shares, representing 0.87% of the issued share capital of the Company.

Stadium Group PLC's capital consists of 28,804,698 Ordinary Shares with voting rights. The Company does not hold any Ordinary Shares in Treasury.

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