

STADIUM GROUP PLC
14 AUGUST 2006

NOTIFICATION OF MAJOR INTERESTS IN SHARES

1. Name of company

STADIUM GROUP PLC

2. Name of shareholder having a major interest

AXA S.A.

3. Please state whether notification indicates that it is in respect of holding of the shareholder named in 2 above or in respect of a non-beneficial interest or in the case of an individual holder if it is a holding of that person's spouse or children under the age of 18

AS BELOW

4. Name of the registered holder(s) and, if more than one holder, the number of shares held by each of them

SUN LIFE PENSIONS MANAGEMENT LTD (Beneficial)	20,000
FRAMLINGTON HSBC (Non - Beneficial)	3,034,750
FRAMLINGTON BONY (Non - Beneficial)	57,500

5. Number of shares / amount of stock acquired

N/A

6. Percentage of issued class

N/A

7. Number of shares / amount of stock disposed

N/A

8. Percentage of issued class

N/A

9. Class of security

ORDINARY GB 0.05 SHARES

10. Date of transaction

N/A

11. Date company informed

8 August 2006

12. Total holding following this notification

3,112,250

13. Total percentage holding of issued class following this notification

10.81%

14. Any additional information

FIGURES BASED ON SHARES IN ISSUE OF 28,779,698.

NOTIFICATION ISSUED BY AXA INVESTMENT MANAGERS UK LTD.

15. Name of contact and telephone number for queries

NIGEL ROGERS, CHIEF EXECUTIVE, STADIUM GROUP PLC,
01429 852 500

Date of notification

14 AUGUST 2006