

**STADIUM GROUP PLC**  
**15 AUGUST 2007**

**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):

AXA S.A.

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

n/a

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

13 August 2007

6. Date on which issuer notified:

14 August 2007

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

11.0%

8. Notified details:

<b>A: Voting rights attached to shares</b>							
<b>Class/type of shares If possible using the ISIN code</b>	<b>Situation previous to the triggering transaction <sup>vi</sup></b>		<b>Resulting situation after the triggering transaction <sup>vii</sup></b>				
	<b>Number of shares</b>	<b>Number of voting</b>	<b>Number of shares</b>	<b>Number of voting rights</b>		<b>% voting rights</b>	
			<b>Direct</b>	<b>Direct <sup>x</sup></b>	<b>Indirect <sup>xi</sup></b>	<b>Direct</b>	<b>Indirect</b>

		<b>rights</b> <sup>viii</sup>					
0837509	3,159,250	3,159,250	40,000	40,000	3,141,750	0.14	10.91

<b>B: Financial Instruments</b>				
<b>Resulting situation after the triggering transaction</b> <sup>xii</sup>				
Type of financial instrument	Expiration date <sup>xiii</sup>	Exercise/Conversion Period/Date <sup>xiv</sup>	Number of voting rights that may be acquired if this instrument is exercised/converted	% voting rights
-	-	-	-	-

<b>Total (A+B)</b>	
Number of voting rights	% of voting rights
3,181,750	11.05%

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

Name of Company/Fund	Number of Shares	% Issued share capital
Sun Life Pensions Management Limited (Direct)	20,000	0.06943
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AXA Framlington Monthly Income (Indirect)	2,371,250	8.23216
Framlington onshore private clients (Indirect)	713,000	2.47529
Framlington onshore private clients (Indirect)	57,500	0.19962
Total Direct	40,000	0.13887
Total Indirect	3,141,750	10.90707
Total	3,181,750	11.04594

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:

Terry Marsh

15. Contact telephone number:

020 7003 2637

ENDS