

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

15 December 2009

Directors Shareholdings/PDMR

The Company was notified on 15 December 2009 that on that day Mrs J M Rogers, wife of Mr Nigel Rogers, Chief Executive of the Company, sold 35,045 ordinary shares of 5p each in the Company ('Ordinary Shares') to her husband's SIPP account, at a price of 42.5 pence per share.

As a result of this transaction Nigel Rogers and his connected parties notifiable interest in the Company remains unchanged at 327,905 Ordinary Shares, representing 1.14% of the issued share capital of the Company.

ENDS

For further details please contact:

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