

**STADIUM GROUP PLC (the "Company")**  
**18 DECEMBER 2008**

**Director/PDMR Shareholding**

Stadium Group plc was notified today of the following transactions by Directors, which took place on 17 December 2008:

Mrs Julie Rogers, wife of Nigel Rogers, Chief Executive, purchased 10,000 ordinary shares of 5p each in the Company ("Ordinary Shares") at a price of 41.5 pence each. As a result of this transaction, Mr Rogers is interested in 327,905 Ordinary Shares, representing 1.14 % of the issued share capital of the Company.

Nick Brayshaw, Chairman, purchased 25,000 Ordinary Shares at a price of 41.5 pence each. As a result of this transaction, Mr Brayshaw is interested in 66,674 Ordinary Shares, representing 0.23% of the issued share capital of the Company.

Mrs Suman Verma, wife of Kamal Verma, Managing Director – Electronics, purchased 25,000 Ordinary Shares at a price of 41.5 pence each. Following this transaction, Mr Verma and his connected partners now have a total beneficial interest in 433,637 Ordinary Shares, representing 1.50% of the issued share capital of the Company.

Stadium Group PLC's capital consists of 28,827,198 Ordinary Shares with voting rights. The Company does not hold any Ordinary Shares in Treasury.

ENDS

**Further enquires:**

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