

STADIUM GROUP PLC ("Stadium Group" or the "Company")

21 May 2010

TR-1: NOTIFICATION OF MAJOR INTEREST IN SHARES

| | |
|---|---------------|
| 1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached: | STADIUM GROUP |
|---|---------------|

| | |
|---|-------------------------------------|
| 2 Reason for the notification (please tick the appropriate box or boxes): | |
| An acquisition or disposal of voting rights | <input checked="" type="checkbox"/> |
| An acquisition or disposal of qualifying financial instruments which may result in the acquisition of shares already issued to which voting rights are attached | <input type="checkbox"/> |
| An acquisition or disposal of instruments with similar economic effect to qualifying financial instruments | <input type="checkbox"/> |
| An event changing the breakdown of voting rights | <input type="checkbox"/> |
| Other (please specify): | <input type="checkbox"/> |

| | |
|--|---|
| 3. Full name of person(s) subject to the notification obligation: | AXA S.A, 25 Avenue Matignon, 75008 Paris and its group of companies |
| 4. Full name of shareholder(s) (if different from 3.): | |
| 5. Date of the transaction and date on which the threshold is crossed or reached: | 18/05/2010 |
| 6. Date on which issuer notified: | 19/05/2010 |
| 7. Threshold(s) that is/are crossed or reached: | 16% |

| 8. Notified details: | | | | | | | |
|---|--|-------------------------|--|-------------------------|-----------|--------------------|----------|
| A: Voting rights attached to shares | | | | | | | |
| Class/type of shares if possible using the ISIN CODE | Situation previous to the triggering transaction | | Resulting situation after the triggering transaction | | | | |
| | Number of Shares | Number of Voting Rights | Number of shares | Number of voting rights | | % of voting rights | |
| | | | Direct | Direct | Indirect | Direct | Indirect |
| 837509 | 4,696,000 | 4,696,000 | 60,000 | 60,000 | 4,778,500 | 0.21 | 16.37 |

| B: Qualifying Financial Instruments | | | | |
|--|-----------------|-----------------------------|---|--------------------|
| Resulting situation after the triggering transaction | | | | |
| Type of financial instrument | Expiration date | Exercise/ Conversion Period | Number of voting rights that may be acquired if the instrument is exercised/ converted. | % of voting rights |
| | | | | |

| C: Financial Instruments with similar economic effect to Qualifying Financial Instruments | | | | | | |
|---|----------------|-----------------|-----------------------------|--|--------------------|-------|
| Resulting situation after the triggering transaction | | | | | | |
| Type of financial instrument | Exercise price | Expiration date | Exercise/ Conversion period | Number of voting rights instrument refers to | % of voting rights | |
| | | | | | Nominal | Delta |
| | | | | | | |

| Total (A+B+C) | |
|-------------------------|-----------------------------|
| Number of voting rights | Percentage of voting rights |
| 4,838,500 | 16.57% |

| 9. Chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held, if applicable: |
|---|
| |

| Name of the Company/fund | Number of shares | % if issued share capital |
|--------------------------|------------------|---------------------------|
| AXA IM UK | | |
| Direct | 60,000 | 0.205498 |
| Indirect | 4,778,500 | 16.366184 |
| <hr/> | | |
| Total Direct | 60,000 | 0.20550 |
| Total Indirect | 4,778,500 | 16.36618 |
| Total | 4,838,500 | 16.57168 |

| | |
|---|--|
| Proxy Voting: | |
| 10. Name of the proxy holder: | |
| 11. Number of voting rights proxy holder will cease to hold: | |
| 12. Date on which proxy holder will cease to hold voting rights: | |

| | |
|--------------------------------------|---------------|
| 13. Additional information: | |
| 14. Contact name: | Kyere Tabiri |
| 15. Contact telephone number: | 020 7003 1510 |

Ends

For further details please contact:

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