

STADIUM GROUP PLC (the "Company")
25 JANUARY 2008

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):

24 January 2008

6. Date on which issuer notified:

25 January 2008

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

12%

8. Notified details:

| A: Voting rights attached to shares | | |
|--|------------------------------|---|
| Class/type of | Situation previous to | Resulting situation after the triggering |

| shares If possible using the ISIN code | the triggering transaction | | transaction | | | | |
|---|-------------------------------|-------------------------------|---------------------|----------------------------|-----------|-----------------|----------|
| | | | Number of shares | Number of voting rights | | % voting rights | |
| | Number of shares | Number of voting rights | Direct | Direct | Indirect | Direct | Indirect |
| GB0008375098 | 3,516,250 | 3,516,250 | 80,000 | 80,000 | 3,463,250 | 0.28 | 12.02 |

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

| Total (A+B) | |
|-------------------------|--------------------|
| Number of voting rights | % of voting rights |
| 3,543,250 | 12.30 |

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

| Name of Company/Fund | Number of Shares | % of Issued share capital |
|--|------------------|---------------------------|
| Sun Life Pensions Management Ltd Direct | 20,000 | 0.07 |
| Sun Life Pensions Management Ltd Direct | 60,000 | 0.21 |
| AXA Framlington Monthly Income Indirect | 2,371,250 | 8.23 |
| Framlington onshore private clients Indirect | 1,034,500 | 3.59 |
| Framlington onshore private clients Indirect | 57,500 | 0.20 |
| Total Direct | 80,000 | 0.28 |
| Total Indirect | 3,463,250 | 12.02 |
| TOTAL | 3,543,250 | 12.30 |

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