

STADIUM GROUP PLC
28 FEBRUARY 2008**Directors Shareholdings/PDMR**

Stadium Group plc was notified today of the following transactions by Directors, which took place on 27 February 2008:

Chris Gill, Senior Independent Director, has purchased 20,000 ordinary shares of 5p each in the Company ('Ordinary Shares') at a price of 55 pence each, of which 4,000 were purchased by Mr Gill and 16,000 were purchased by his wife, Susan Gill. As a result of these transactions, Mr Gill is interested in 40,000 Ordinary Shares, representing 0.14 % of the issued share capital of the Company.

Kamal Verma, Managing Director, has purchased 5,000 Ordinary Shares at a price of 55 pence each. These shares were purchased in the name of Mr Verma's wife, Suman Verma. As a result of this transaction, Mr Verma is interested in 398,637 Ordinary Shares, representing 1.38% of the issued share capital of the Company.

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