

**STADIUM GROUP PLC
3 MARCH 2008**

Directors Shareholdings/PDMR

Stadium Group plc was notified on 29 February 2008 of the following transactions by Directors, which took place on 29 February 2008:

Nick Brayshaw OBE, Non-executive Chairman, purchased 20,000 shares of 5p each in the Company ('Ordinary Shares') at a price of 65 pence each. As a result of this transaction, Mr Brayshaw is interested in 40,000 Ordinary Shares, representing 0.14 % of the issued share capital of the Company.

Alison Wilson, wife of Colin Wilson, who was appointed as Finance Director on 14 February 2008, purchased 5,000 Ordinary Shares at a price of 65 pence each. As a result of this transaction, Colin Wilson and his connected persons now have a total beneficial interest in 5,000 Ordinary Shares representing 0.02% of the issued share capital of the Company.

Enquiries:

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