

STADIUM GROUP PLC (the "Company")
30 OCTOBER 2007

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

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):

28 October 2007

6. Date on which issuer notified:

29 October 2007

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

12%

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 ^{vi}		Resulting situation after the triggering transaction ^{vii}				
			Number of shares	Number of voting rights		% voting rights	
	Number of shares	Number of voting	Direct	Direct ^x	Indirect ^{xi}	Direct	Indirect

		rights ^{viii}					
0837509	3,434,000	3,434,000	80,000	80,000	3,446,250	0.28	11.96

B: Financial Instruments				
Resulting situation after the triggering transaction ^{xii}				
Type of financial instrument	Expiration date ^{xiii}	Exercise/Conversion Period/Date ^{xiv}	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
3,526,250	12.24

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

Name of Company and Fund	Number of Shares	% Issued share capital
Sun Life Pensions Management Ltd Direct	20,000	0.06943
Sun Life Pensions Management Ltd Direct	60,000	0.20830
AXA Framlington Monthly Income Indirect	2,371,250	8.23216
Framlington onshore private clients Indirect	1,017,500	3.53241
Framlington onshore private clients Indirect	57,500	0.19962
Total Direct	80,000	0.27773
Total Indirect	3,446,250	11.96419
TOTAL	3,526,250	12.24193

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