

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

**31 March 2010**

### **Exercise of Options & Directors Shareholdings**

Stadium Group plc (the "Company") announces that it was notified on 30 March 2010 that Mr Nigel Rogers, Chief Executive, had exercised options over 135,100 ordinary shares of 5p each in the Company ("Ordinary Shares") at an exercise price of 35 pence per share and sold 71,280 shares to fellow Directors and a further 17,820 shares to an employee of the Group at a price of 54 pence per share.

Following this transaction Mr Rogers and his connected parties' notifiable interest in the Company is 373,905 Ordinary Shares representing 1.28 % of the enlarged issued share capital.

Accordingly, the Company was also notified on 30 March 2010 of the purchase by Directors of, in aggregate, 71,280 shares at 54 pence per share, all of which took place on 30 March 2010. The resulting holdings are as follows:

Director	Number of Ordinary Shares purchased	Resulting holding	Resulting %
Mr Nick Brayshaw (Non Executive Chairman)	17,820	86,727	0.30%
Mr Ken Leung (Managing Director)	17,820	308,220	1.06%
Mr Antony Inskip & Mrs Inskip (Commercial Director)	17,820	42,820	0.15%
Mr Chris Gill (Non Executive Director)	17,820	57,820	0.20%

Application has been made for 135,100 new Ordinary Shares to be admitted to trading on AIM. Upon the shares being admitted to trading, the Company will have 29,197,398 Ordinary Shares in issue.

It is expected that dealings in these new Ordinary Shares, which rank pari passu in all respects with the existing Ordinary Shares, will commence on 8 April 2010.

**Ends**

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