

TR-1: NOTIFICATION OF MAJOR INTERESTS IN SHARES

| | |
|--|-------------------------------------|
| 1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached: | Dignity Plc |
| 2. Reason for the notification (please tick the appropriate box or boxes) | |
| An acquisition or disposal of voting rights | <input checked="" type="checkbox"/> |
| An acquisition or disposal of financial instruments which may result in the acquisition of shares already issued to which voting rights are attached | <input type="checkbox"/> |
| An event changing the breakdown of voting rights | <input type="checkbox"/> |
| Other (please specify): | <input type="checkbox"/> |
| 3. Full name of person(s) subject to the notification obligation: | BlackRock, Inc. |
| 4. Full name of shareholder(s) (if different from 3.): | |
| 5. Date of the transaction (and date on which the threshold is crossed or reached if different): | 15 th October 2008 |
| 6. Date on which issuer notified: | 17 th October 2008 |
| 7. Threshold(s) that is/are crossed or reached: | Gone below 5% |
| 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 | | Resulting situation after the triggering transaction | | | | |
|---|--|-------------------------|--|-------------------------|-----------|--------------------|----------|
| | Number of Shares | Number of Voting Rights | Number of shares | Number of voting rights | | % of voting rights | |
| | | | Direct | Direct | Indirect | Direct | Indirect |
| GB00B14W3659 | 3,260,076 | 3,260,076 | N/A | N/A | 3,171,132 | N/A | 4.99% |

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 the instrument is exercised/ converted. | % of voting rights |
| | | | | |

Total (A+B)

| Number of voting rights | % of voting rights |
|-------------------------|--------------------|
| 3,171,132 | 4.99% |

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

BlackRock Investment Management (UK) Limited - 3,171,132 (4.99%)

Proxy Voting:

10. Name of the proxy holder:

11. Number of voting rights proxy holder will cease to hold:

12. Date on which proxy holder will cease to hold voting rights:

13. Additional information:

14. Contact name:

15. Contact telephone number:

ANNEX NOTIFICATION OF MAJOR INTERESTS IN SHARES

| A: Identity of the person or legal entity subject to the notification obligation | |
|--|--|
| Full name (including legal form for legal entities) | BlackRock, Inc |
| Contact address (registered office for legal entities) | 33 King William Street, London, EC4R 9AS |
| Phone number | 020 7743 2602 |
| Other useful information (at least legal representative for legal persons) | Kai Chew |

| B: Identity of the notifier, if applicable | |
|--|--|
| Full name | |
| Contact address | |
| Phone number | |
| Other useful information (e.g. functional relationship with the person or legal entity subject to the notification obligation) | |

| C: Additional information |
|---------------------------|
| |