

## 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):**

...Dignity plc.....

**2. Reason for the notification** (please place an X inside the appropriate bracket/s):

An acquisition or disposal of voting rights: ( x )

An acquisition or disposal of financial instruments which may result in the acquisition of shares already issued to which voting rights are attached: ( )

An event changing the breakdown of voting rights: ( )

Other (please specify) : ( )

.....

**3. Full name of person(s) subject to the notification obligation (iii):**

...Morgan Stanley Securities Ltd

**4. Full name of shareholder(s)** (if different from 3.) (iv):

.....

**5. Date of the transaction (and date on which the threshold is crossed or reached if different) (v):**

...23.05.07

**6. Date on which issuer notified:**

...25.05.07

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

...4%.....

**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)

**Number of shares**

**Number of voting Rights** (viii)

Original Shares

GB00B14W3659                      2,494,454                      2,494,454  
**Resulting situation after the triggering transaction (vii)**

Class/type of shares if possible using the ISIN CODE	Number of shares	Number of voting rights (ix)		% of voting rights	
		Direct	Direct (x)	Indirect (xi)	Direct
Original Shares GB00B14W3659	2,367,523	2,367,523			3.78%

**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 the instrument is exercised/ converted.	% of voting rights
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<b>Total (A+B)</b>	
Number of voting rights	% of voting rights
2,367,523	3.78%

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

.....N/A.....

**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:**

...

**14. Contact name:**

Julia Holden

**15. Contact telephone number:**

.....020 7677 5468