

## **Holding(s) in Company**

14/12/2004

### SCHEDULE 10

#### NOTIFICATION OF MAJOR INTERESTS IN SHARES

1) NAME OF COMPANY

DIGNITY PLC

2) NAME OF SHAREHOLDER HAVING A MAJOR INTEREST

THE GOLDMAN SACHS GROUP

3) Please state whether notification indicates that it is in respect of holding of the Shareholder named in 2 above or in respect of a non-beneficial interest or in the case of an individual holder if it is a holding of that person's spouse or children under the age of 18

8,420,187 SHARES ACTING AS DISCRETIONARY MANAGERS  
1,593,650 AS A BENEFICIAL INTEREST AND  
8,437 AS CUSTODIAN FOR CUSTOMERS

4) Name of the registered holder(s) and, if more than one holder, the number of shares held by each of them.

GOLDMAN SACHS SECURITIES (NOMINEES) LTD 8,428,624  
CREST (CREPTMP) 1,593,650  
10,022,274

5) Number of shares/amount of stock acquired.

10,022,274

6) Percentage of issued Class (any treasury shares held by company should not be taken into account when calculating percentage)

N/A

7) Number of shares/amount of stock disposed

N/A

8) Percentage of issued Class (any treasury shares held by company should not be taken into account when calculating percentage)

NIL

9) Class of security

ORDINARY SHARES OF £0.07

10) Date of transaction

9TH DECEMBER 2004

11) Date company informed

13TH DECEMBER 2004

12) Total holding following this notification

10,022,274

13) Total percentage holding of issued class following this notification (any treasury shares held by company should not be taken into account when calculating percentage)

12.53%

14) Any additional information

NO

15) Name of contact and telephone number for queries

RICHARD PORTMAN  
COMPANY SECRETARY  
0121-321-5602

16) Name and signature of authorised company official responsible for making this notification

Date of Notification . 14TH DECEMBER 2004

Letter to Dignity plc  
Dated: 13 December 2004

UK COMPANIES ACT 1985 - SECTIONS 198-203 - Dignity Plc (the 'Company')

This notification relates to issued ordinary shares in the capital of the Company ('shares') and is given in fulfilment of the obligations imposed by sections 198 to 203 of the Companies Act 1985 (the 'Act').

We hereby notify you that as at close of business on 9 December 2004, The Goldman Sachs Group, Inc., ('GS Inc') of 85 Broad Street, New York, NY 10004, USA, was interested in 10,022,274 shares.

Of these 10,022,274 shares,

- a) The interest in 8,437 shares arose from the interest held by Goldman, Sachs & Co., a wholly-owned direct subsidiary of GS Inc, acting as custodian for its customers. These shares are, or will be, registered in the name of Goldman Sachs Securities (Nominees), Limited ('GSSN').
- b) The interest in 1,593,650 shares arose from a beneficial interest held by Goldman Sachs International, a wholly-owned indirect subsidiary of GS Inc. These shares are, or will be, registered at CREST in account CREPTMP.
- c) The interest in 8,420,187 shares arose from the interest held by subsidiaries of GS Inc., acting as discretionary managers. We believe some of these shares are, or will be, registered in the name of GSSN.

From: Stuart McLerie  
for and on behalf of  
The Goldman Sachs Group, Inc.