

Holding(s) in Company

29/11/2004

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

6,701,596 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 = 6,710,033

CRESTTEMP = 1,593,650

= 8,303,683

5) Number of shares

8,303,683

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

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

22 NOVEMBER 2004

11) Date company informed

26 NOVEMBER 2004

12) Total holding following this notification

8,303,683

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)

10.38%

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 26TH NOVEMBER 2004