

Holding(s) in Company

04/03/2005

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

8,465,843 ACTING AS DISCRETIONARY MANAGERS, 2,172,350 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 8,474,280

CREST (CREPTMP) 2,172,350

TOTAL HOLDING 10,646,630

5) Number of shares/amount of stock acquired.

624,356
ACQUIRED. HOLDING
10,646,630 IN TOTAL

6) Percentage of issued Class
N/A

7) Number of shares/amount of stock disposed
N/A

8) Percentage of issued Class
N/A

9) Class of security

ORDINARY SHARES OF
£0.07

10) Date of transaction

2ND MARCH 2005

11) Date company informed

4TH MARCH 2005

12) Total holding following this notification

10,646,630

13) Total percentage holding of issued class following this notification

13.31%

14) Any additional information

NO

15) Name of contact and telephone number for queries

RICHARD PORTMAN

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

Date of Notification ...4/3/2005