

Notification of Major Interests in Shares

26/08/2005

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

8,437 CUSTODIAN FOR CUSTOMERS
3,162,950 BENEFICIAL INTEREST
7,589,203 DISCRETIONARY MANAGERS

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 7,597,640
CREST (CREPTEMP) 3,162,950

10,760,590

5) Number of shares/amount of stock acquired.

N/A

6) Percentage of issued Class

N/A

7) Number of shares/amount of stock disposed

498,961 DISPOSED HOLDINGS NOW 10,760,590

8) Percentage of issued Class

N/A

9) Class of security

ORDINARY SHARES OF 7P EACH

10) Date of transaction

24 AUGUST 2005

11) Date company informed

25 AUGUST 2005

12) Total holding following this notification

10,760,590

13) Total percentage holding of issued class following this notification

13.45%

14) Any additional information

NO

15) Name of contact and telephone number for queries

RICHARD PORTMAN
COMPANY SECRETARY
DIGNITY PLC - 0121-321-5602

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

Date of Notification 26 AUGUST 2005