

Holding(s) in Company

28/06/2005

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

8,773,764 ACTING AS DISCRETIONARY MANAGERS, 2,477,350 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) 8,782,201

CREST (CREPTMP) 2,477,350

TOTAL HOLDING 11,259,551

5) Number of shares/amount of stock acquired.
612,921
ACQUIRED. HOLDING IS NOW 11,259,551 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
23 JUNE 2005

11) Date company informed
27 JUNE 2005

12) Total holding following this notification
11,259,551

13) Total percentage holding of issued class following this notification
14.07%

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 28-06-2005