

**TR-1: NOTIFICATIONS OF MAJOR INTERESTS IN SHARES**

|  |                                      |
|--|--------------------------------------|
| <b>1: Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached:</b>                                    | <b>Dignity PLC</b>                   |
| <b>2: Reason for notification</b> (yes/no)   |                                      |
| An acquisition or disposal of voting rights  | <b>yes</b>                           |
| An acquisition or disposal of financial instruments which may result in the acquisition of shares already issued to which voting rights are attached | <b>no</b>                            |
| An event changing the breakdown of voting rights   | <b>no</b>                            |
| Other (please specify):<br>_____   | <b>no</b>                            |
| <b>3: Full name of person(s) subject to notification obligation:</b>   | <b>Standard Life Investments Ltd</b> |
| <b>4: Full name of shareholder(s)</b> (if different from 3):   | <b>Vidacos Nominees</b>              |
| <b>5: Date of transaction</b> (and date on which the threshold is crossed or reached if different):  | <b>3 September 2008</b>              |
| <b>6: Date on which issuer notified:</b>   | <b>4 September 2008</b>              |
| <b>7: Threshold(s) that is/are crossed or reached:</b>   | <b>5%</b>                            |

**8: Notified Details****A: Voting rights attached to shares**

|  |                     |
|--|---------------------|
| <b>Class/type of share</b> If possible use ISIN code | <b>GB00B14W3659</b> |
|--|---------------------|

**Situation previous to the triggering transaction**

|                         |                                |
|-------------------------|--------------------------------|
| <b>Number of shares</b> | <b>Number of voting rights</b> |
| <b>3,195,467</b>        | <b>3,195,467</b>               |

**Resulting situation after the triggering transaction**

| <b>Number of shares</b> | <b>Number of voting rights</b> |                  | <b>Percentage of voting rights</b> |                 |
|-------------------------|--------------------------------|------------------|------------------------------------|-----------------|
|                         | <b>Direct</b>                  | <b>Indirect</b>  | <b>Direct</b>                      | <b>Indirect</b> |
| <b>3,155,528</b>        | <b>1,093,444</b>               | <b>2,062,084</b> | <b>1.722%</b>                      | <b>3.248%</b>   |

**B: Financial Instruments****Resulting situation after the triggering transaction**

| <b>Type of financial instrument</b> | <b>Expiration date</b> | <b>Exercise/ conversion period/date</b> | <b>No. of voting rights that may be acquired</b><br>(if the instrument exercised/converted) | <b>Percentage of voting rights</b> |
|-------------------------------------|------------------------|---|---|------------------------------------|
|                                     |                        |   |   |                                    |

**Total (A+B)**

|                                |                                    |
|--------------------------------|------------------------------------|
| <b>Number of voting rights</b> | <b>Percentage of voting rights</b> |
| <b>3,155,528</b>               | <b>4.971%</b>                      |

**9: Chain of controlled undertakings through which the voting rights and /or the financial instruments are effectively held, if applicable:**

**Standard Life Investments Ltd**

**Proxy Voting:**

**10: Name of proxy holder:**

**11: Number of voting rights proxy holder will cease to hold:**

**12: Date on which proxy holder will cease to hold voting rights:**

**13: Additional information:**

**14: Contact name:**

**Alison Kennedy  
Corporate Governance Manager—Engagement  
Standard Life Investments Ltd**

**15: Contact telephone number:**

**(0131) 245 2289**