

TR-1: NOTIFICATION OF MAJOR INTERESTS IN SHARES

1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached:

.....Dignity plc.....

2. Reason for the notification (place an X inside the appropriate bracket/s)

An acquisition or disposal of voting rights: ()

An acquisition or disposal of financial instruments which may result in the acquisition of shares already issued to which voting rights are attached: ()

An event changing the breakdown of voting rights: ()

Other (please specify) : (x)

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3. Full name of person(s) subject to the notification obligation:

...Standard Life Investment Ltd.....

4. Full name of shareholder(s) (if different from 3.) :

...Vidacos Nominees.....

5. Date of the transaction (and date on which the threshold is crossed or reached if different):

...23 March 2007.....

6. Date on which issuer notified:

...27 March 2007.....

7. Threshold(s) that is/are crossed or reached:

...Direct voting rights exceed 3% and total Voting rights exceed 4%.....

8. Notified details:

...Initial disclosure under the Financial Services Authority's Disclosure Transparency Rules.....

A: Voting rights attached to shares

Class/type of shares if possible using the ISIN CODE

Situation previous to the Triggering transaction

Number of shares

Number of voting Rights

GB00B14W659 Initial Disclosure Initial Disclosure
Resulting situation after the triggering transaction

Class/type of shares if possible using the ISIN CODE	Number of shares		Number of voting rights		% of voting rights	
	Direct		Direct	Indirect	Direct	Indirect
2,044,216	2,044,216		Below 3%	Below 3%		

B: Financial Instruments
Resulting situation after the triggering transaction

Type of financial instrument	Expiration Date	Exercise/Conversion Period/ Date	Number of voting rights that may be acquired if the instrument is exercised/ converted.	% of voting rights
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Total (A+B)
 Number of voting rights % of voting rights

2,867,290 4.608%

9. Chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held, if applicable:
 ...Standard Life Investment Ltd.....

Proxy Voting:

10. Name of the 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:

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13. Additional information:

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14. Contact name:

.....Mike McCollum, Finance Director.....

15. Contact telephone number:

.....0121 354 1557.....