

## Holding(s) in Company

07/03/2006

1) NAME OF LISTED COMPANY

DIGNITY PLC

2) NAME OF SHAREHOLDER HAVING A MAJOR INTEREST

THE GOLDMAN SACHS GROUP

3) Please state whether notification indicates that it is regarding the holding of the shareholder named in 2 above; 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  
3,470,326 BENEFICIAL INTEREST  
6,807,304 DISCRETIONARY MANAGERS

4) Name of the registered holder(s) and, if more than one holder, the number of shares held by each of them.

6,815,741 GOLDMAN SACHS SECURITIES (NOMINEES) LIMITED  
3,470,326 CREST (CREPTMP)

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10,286,067

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5) Number of shares/amount of stock acquired.

920,000

6) Percentage of issued Class (any treasury shares held by the listed company should not be taken into account when calculating percentage)

N/A

7) Number of shares/amount of stock disposed

N/A

8) Percentage of issued Class (any treasury shares held by the listed company should not be taken into account when calculating percentage)

N/A

9) Class of security

ORDINARY SHARE OF 7P EACH

10) Date of transaction

3 MARCH 2006

11) Date listed company informed

7 MARCH 2006

12) Total holding following this notification

10,286,067

13) Total percentage holding of issued class following this notification (any treasury shares held by the listed company should not be taken into account when calculating percentage)

12.86%

14) Any additional information

NO

15) Name of contact and telephone number for queries

RICHARD PORTMAN  
0121 321 5602

16) Name and signature of duly authorised officer of the listed company responsible for making this notification