

Director Shareholding

15/04/2005

1) NAME OF COMPANY

DIGNITY PLC

2) NAME OF DIRECTOR

ANDREW DAVIES

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 or in respect of an non-beneficial interest

IN RESPECT OF SHAREHOLDER

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

N/A

5) Please state whether notification relates to a person(s) connected with the Director named in 2 above and identify the connected person(s)

N/A

6) Please state the nature of the transaction. For PEP transactions please indicate whether general/single co PEP and if discretionary/non discretionary

N/A

7) Number of shares/amount of stock acquired

N/A

8) Percentage of issued Class

N/A

9) Number of shares/amount of stock disposed

N/A

10) Percentage of issued Class

N/A

11) Class of security

N/A

12) Price per share

N/A

13) Date of transaction

N/A

14) Date company informed

N/A

15) Total holding following this notification

463,018

16) Total percentage holding of issued class following this notification

0.58%

IF A DIRECTOR HAS BEEN GRANTED OPTIONS BY THE COMPANY PLEASE COMPLETE THE FOLLOWING BOXES

17) Date of grant

14TH APRIL 2005

18) Period during which or date on which exercisable

3 YEARS FROM THE DATE OF GRANTING

19) Total amount paid (if any) for grant of the option

NIL

20) Description of shares or debentures involved: class, number.

51,470 ORDINARY SHARES OF 7P

21) Exercise price (if fixed at time of grant) or indication that price is to be fixed at time of exercise

NIL

22) Total number of shares or debentures over which options held following this notification

122,122

23) Any additional information

GRANTED UNDER EXISTING LONG TERM INCENTIVE PLAN

24) Name of contact and telephone number for queries

RICHARD PORTMAN
0121-321-5602

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

Date of Notification

15TH APRIL 2005