

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: (x)

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) : ()

.....

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

...Morgan Stanley Securities Limited.....

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

.....

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

...27.03.07.....

6. Date on which issuer notified:

...28.03.07.....

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

...4%.....

8. Notified details:

.....

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

GB00B14W3G59

2,441,294

2,441,294

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
GB00B14W3G59	2,494,454		2,494,454		4.00%	

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

2494,454 4.00%

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

... N/A

Proxy Voting:

10. Name of the proxy holder:

... N/A

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

... N/A

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

.....

13. Additional information:

.....

14. Contact name:

...Julia Holder.....

15. Contact telephone number:

...020 7677 5468.....