



06016783

COMPANIES ACT 1985 ("THE ACT")

SECTION 198 NOTIFICATION



LADBROKES PLC ("THE COMPANY") HAS TODAY RECEIVED NOTIFICATION PURSUANT TO PART VI OF THE ACT, FROM MFS INVESTMENT MANAGEMENT ("MFS") THAT THE INTERESTS ON 4 AUGUST 2006 OF MFS AND ITS AFFILIATES, LISTED BELOW, HAVE INCREASED TO 37,883,911 ORDINARY SHARES OF 28 1/3P EACH OF THE COMPANY, WHICH INTERESTS REPRESENTED 6.05% OF THE ISSUED SHARE CAPITAL OF THE COMPANY.

MFS HAS ADVISED THAT THE AGGREGATED SHARE HOLDING OF EACH ENTITY IS AS FOLLOWS:-

| | SUPPL | SHARES |
|--|--------------|------------|
| MFS INVESTMENT MANAGEMENT (MFS) | | 21,362,588 |
| MFS INSTITUTIONAL ADVISORS, INC. (MFSI) | | 12,339,585 |
| MFS INTERNATIONAL LTD. (MIL) | | 637,028 |
| MFS INVESTMENT MANAGEMENT K.K. (MIM K.K.) | | 2,415,020 |
| MFS INVESTMENT MANAGEMENT (LUX) S.A. (MIM LUX) | | 1,129,690 |
| | | <hr/> |
| TOTAL | | 37,883,911 |

PROCESSED
SEP 14 2006
THOMSON
FINANCIAL

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DIRECTORS' SHARE INTERESTS

LADBROKES PLC ANNOUNCES THE FOLLOWING CHANGES TO THE INTERESTS OF THE DIRECTORS AND PDMRS UNDER THE LADBROKES PLC 1978 SHARE OPTION SCHEME ("THE 1978 SCHEME") AND THE LADBROKES PLC INTERNATIONAL SHARE OPTION SCHEME ("THE INTERNATIONAL SCHEME"):

| | OPTIONS GRANTED UNDER THE 1978 SCHEME | OPTIONS GRANTED UNDER THE INTERNATIONAL SCHEME |
|--------------|--|---|
| | NO OF SHARES | NO OF SHARES |
| J P O'REILLY | - | 52,369 |
| B S TAKER | 7,855 | 123,069 |

THE OPTIONS WERE GRANTED ON 1 SEPTEMBER 2006 AT 381.90P PER SHARE AND ARE NORMALLY EXERCISABLE BETWEEN 3 AND 10 YEARS FROM GRANT.

FOLLOWING THESE TRANSACTIONS:

- MR O'REILLY HOLDS OPTIONS TO PURCHASE 339,280 SHARES UNDER LADBROKES PLC'S EXECUTIVE SHARE OPTION SCHEMES;
- MR TAKER HOLDS OPTIONS TO PURCHASE 130,924 SHARES UNDER LADBROKES PLC'S EXECUTIVE SHARE OPTION SCHEMES.