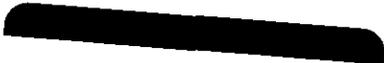


**BUYBACK OF ITS OWN SHARES**

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703 JAN -2 P 12:55  
LADBROKES PLC

LADBROKES PLC ("THE COMPANY") ANNOUNCES THAT TODAY, 17 DECEMBER 2007, IT PURCHASED FROM DEUTSCHE BANK AG LONDON BRANCH 350,000 SHARES AT AN AVERAGE PRICE OF 306.18 PENCE PER SHARE.

THE PURCHASED SHARES WILL BE HELD AS TREASURY SHARES. FOLLOWING THE ABOVE PURCHASE, THE COMPANY HOLDS 19,530,386 TREASURY SHARES IN TREASURY AND HAS 611,896,402 ORDINARY SHARES IN ISSUE (EXCLUDING TREASURY SHARES).



**SUPL**

**PROCESSED**

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<b>1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached:</b>		7099 JAN -2 P 12: Ladbrokes plc 7099 JAN -2 P 12: Ladbrokes plc
<b>2. Reason for the notification</b> (please tick the appropriate box or boxes)		
An acquisition or disposal of voting rights	<b>x</b>	
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): Disclosure & Transparency Rules – Transitional Provisions.		
<b>3. Full name of person(s) subject to the notification obligation:</b>	AXA S.A, 25 Avenue Matigon, 75008 Paris and its group of companies	
<b>4. Full name of shareholder(s)</b> (if different from 3.):		
<b>5. Date of the transaction</b> (and date on which the threshold is crossed or reached if different):	18/12/2007	
<b>6. Date on which issuer notified:</b>	19/12/2007	
<b>7. Threshold(s) that is/are crossed or reached:</b>	11%	
<b>8. Notified details:</b>		

A: Voting rights attached to shares							
Class/type of shares if possible using the ISIN CODE	Situation previous to the Triggering transaction		Resulting situation after the triggering transaction				
	Number of Shares	Number of Voting Rights	Number of shares	Number of voting rights		% of voting rights	
				Direct	Indirect	Direct	Indirect
BOZSH63	67,333,896	67,333,896	9,357,774	9,357,774	56,668,904	1.53	9.27

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

<b>Total (A+B)</b>	
Number of voting rights	% of voting rights
66,026,678	10.80%

<b>9. Chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held, if applicable:</b>		
Name of the Company / Fund	Number of Shares	% of issued share capital
AXA Sun Life plc (fmly Axa Equity & Law Life Assurance Society plc) <b>Direct</b>	519,714	0.08499
AXA General Insurance Ltd <b>Direct</b>	21,000	0.00343
Sun Life Unit Assurance Ltd A/c X <b>Direct</b>	35,294	0.00577
Sun Life Unit Assurance Ltd A/c X <b>Direct</b>	531,176	0.08686
Sun Life Unit Assurance Ltd A/c X <b>Direct</b>	1,245,882	0.20374
AXA UK Investment Co ICVC Distribution Fund <b>Indirect</b>	60,000	0.00981
AXA UK Investment Co ICVC Extra Income Fund <b>Indirect</b>	10,000	0.00164
AXA UK Investment Co ICVC UK Equity Income Fund <b>Indirect</b>	350,000	0.05724
PPP Healthcare Group plc <b>Direct</b>	23,284	0.00381
Sun Life Pensions Management Ltd <b>Direct</b>	75,000	0.01226
Sun Life Pensions Management Ltd A/c <b>Direct</b>	705,882	0.11544
Sun Life Assurance Society Plc <b>Direct</b>	275,245	0.04501

AXA Financial, Inc	675,093	0.11040
<b>Indirect</b>		
Sun Life International (IOM) Ltd	296,470	0.04848
<b>Direct</b>		
AXA France	11,631	0.00190
<b>Indirect</b>		
AXA Financial, Inc*	55,562,180	9.08626
<b>Indirect</b>		
Sun Life Pensions Management Ltd	71,442	0.01168
<b>Direct</b>		
Sun Life Pensions Management Ltd	24,398	0.00399
<b>Direct</b>		
Sun Life Unit Assurance Ltd LTAV UK Equity	150,000	0.02453
<b>Direct</b>		
Sun Life Unit Assurance Ltd ABL High Alpha	219,342	0.03587
<b>Direct</b>		
Sun Life Unit Assurance Ltd FTSE All Share Tracker	107,101	0.01751
<b>Direct</b>		
Sun Life Pensions Management LTAV UK Equity	544,247	0.08900
<b>Direct</b>		
Sun Life Pensions Management ABL High Alpha	1,112,875	0.18199
<b>Direct</b>		
Sun Life Pensions Management FTSE All Share Tracker	546,947	0.08944
<b>Direct</b>		
AXA Winterthur	2,123,920	0.34733
<b>Direct</b>		
AXA Sun Life With Profit Passive	431,380	0.07054
<b>Direct</b>		
AXA Sun Life With Profit Passive	221,631	0.03624
<b>Direct</b>		
Total Direct	9,357,774	1.53031
Total Indirect	56,668,904	9.26725
<b>TOTAL</b>	<b>66,026,678</b>	<b>10.79756</b>

<b>Proxy Voting:</b>	
<b>10. Name of the proxy holder:</b>	N/A
<b>11. Number of voting rights proxy holder will cease to hold:</b>	N/A
<b>12. Date on which proxy holder will cease to hold voting rights:</b>	N/A

<b>13. Additional information:</b>	
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1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached:		2009 JAN -2 12:55 Ladbroke's plc	
2. Reason for the notification (please tick the appropriate box or boxes)			
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): Disclosure & Transparency Rules – Transitional Provisions.			
3. Full name of person(s) subject to the notification obligation:		Eminence Capital, LLC Ricky C.Sandler	
4. Full name of shareholder(s) (if different from 3.):		Goldman Sachs & Co Morstan Nominees Ltd	
5. Date of the transaction (and date on which the threshold is crossed or reached if different):		17 December 2007	
6. Date on which issuer notified:		19 December 2007	
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		Resulting situation after the triggering transaction				
	Number of Shares	Number of Voting Rights	Number of shares	Number of voting rights		% of voting rights	
				Direct	Indirect	Direct	Indirect
<b>Eminence Capital, LLC</b>							
Ordinary Shares GB00B0ZSH635	19,850,000	19,850,000	25,000,000		25,000,000		4.06%
<b>Ricky C. Sandler</b>							
Ordinary Shares GB00B0ZSH635	19,851,588	19,851,588	25,001,588		25,001,588		4.06%

<b>D. Financial Instruments</b>				
<b>Resulting situation after the triggering transaction</b>				
<b>Type of financial instrument</b>	<b>Expiration date</b>	<b>Exercise/ Conversion Period/ Date</b>	<b>Number of voting rights that may be acquired if the instrument is exercised/ converted.</b>	<b>% of voting rights</b>

<b>Total (A+B)</b>	
<b>Number of voting rights</b>	<b>% of voting rights</b>
<b>Eminence Capital, LLC</b>	
25,000,000	4.06%
<b>Ricky C.Sandler</b>	
25,001,588	4.06%

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

Ricky C.Sandler is the Managing Member of Eminence Capital, LLC and therefore may be deemed to have indirect voting power with respect to the shares directly owned by the funds managed by Eminence Capital, LLC, and individually with respect to shares over which Mr. Sandler has investment discretion.

<b>Proxy Voting:</b>	
<b>10. Name of the proxy holder:</b>	N/A
<b>11. Number of voting rights proxy holder will cease to hold:</b>	N/A
<b>12. Date on which proxy holder will cease to hold voting rights:</b>	N/A

<b>13. Additional information:</b>	
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**END**