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2008 MAY -7 P 1:18

OFFICE OF INTERNATIONAL  
CORPORATE FINANCE

1<sup>st</sup> May 2008

Greenside House, 50 Station Road, Wood Green, London N22 7TP  
Telephone: 020 8918 3600

SEC No. 82-34679

Office of International Corporate Finance  
Division of Corporation Finance  
United States Securities & Exchange Commission  
100 F Street NE  
Mail Stop 3628  
Washington DC 20549-2001  
USA

SUPL

Dear Sirs

Please find enclosed the following information submitted by William Hill PLC in reliance on Rule 12g3-2(b) of the Securities Exchange Act of 1934, as amended:

- UK Listing Authority announcements as follows:

April 2<sup>nd</sup>; 3<sup>rd</sup>; 7<sup>th</sup>; 15<sup>th</sup>; 18<sup>th</sup>; 22<sup>nd</sup>; 22<sup>nd</sup>; 24<sup>th</sup>; 30<sup>th</sup>

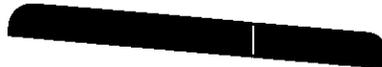
This letter and the information furnished herewith are provided with the understanding that they will not be deemed "filed" with the SEC or otherwise subject to the liabilities of Section 18 of the Securities Exchange Act of 1934, as amended. Neither this letter nor the information furnished herewith shall constitute an admission for any purpose that the Company is subject to that Act.

Yours faithfully



**Dennis Read**  
Deputy Company Secretary

Encs.



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TELEPHONE BETTING

Debit 0800 44 40 40  
Credit 0800 289 892

INTERNET BETTING

Racing/Sports  
Mobile Internet  
On-line Casino  
On-line Casino  
www.williamhill.co.uk  
wap.willhill.com/  
www.williamhillcasino.com  
www.williamhillpoker.com

RETAIL BETTING

Over 1500 shops throughout the UK.  
Customer Helpline 08705 18 17 15

From: William Hill plc Email Alert [emailalert@hemscottbusiness.co.uk]  
Sent: 02 April 2008 11:49  
To: Sue Adler  
Subject: Hemscott News Alert - William Hill PLC

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OFFICE OF INTERNATIONAL  
CORPORATE FINANCE

William Hill PLC - Re Joint Venture

RNS Number:4143R  
William Hill PLC  
02 April 2008

2 April 2008

#### WILLIAM HILL AWARDED FIRST MADRID SPORTS BETTING LICENCE

William Hill PLC today announces that the Madrid Autonomous Region in Spain has awarded a sports betting licence to Victoria Apuestas SA (Victoria), a joint venture between the William Hill group and Codere SA.

Victoria is the first company in Madrid to be authorised to open a sports betting operation since the region legislated to allow sports betting. Victoria expects to begin operating within the next few days, initially from the largest bingo hall in Madrid, the Canoe. It plans to secure 70 points of sale in the Madrid area during the course of 2008.

Each joint venture partner has initially invested Euro10million.

Last October Victoria, through its subsidiary, Victoria Garaipen Apustak SL also obtained one of three licences issued in the Basque region.

Ralph Topping, CEO of William Hill, commented, 'Our development into Spain, in partnership with Codere, offers a natural expansion of our business and an opportunity to utilise our expertise in sports betting within new markets.'

#### Enquiries

Ralph Topping, Chief Executive Tel: 020 8918 3910

Ian Spearing, Group Director, Corporate Strategy and Business Development Tel: 020 8918 3937

Deborah Spencer, Brunswick Tel: 020 7404 5959

#### Notes to Editors

Founded in 1934, William Hill is one of the leading providers of fixed odds bookmaking services, offering odds and taking bets on a wide range of sporting and other events, as well as offering gaming machines in licensed betting offices and operating online casino, poker and games sites as well as two greyhound stadia.

It is a market leader in all major betting channels in the UK with an established

This information is provided by RNS  
The company news service from the London Stock Exchange

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To update your alert preferences, or to unsubscribe, go to  
<http://www.williamhillplc.co.uk>

**From:** William Hill plc Email Alert [emailalert@hemscottbusiness.co.uk]  
**Sent:** 03 April 2008 12:23  
**To:** Sue Adler  
**Subject:** Hemscott News Alert - William Hill PLC

William Hill PLC - Annual Report and Accounts

RNS Number:5441R  
William Hill PLC  
03 April 2008

3rd April 2008

William Hill PLC  
Shareholder Documentation

Copies of the following documents have been submitted to the UK Listing Authority and will shortly be available for inspection at the UK Listing Authority's document viewing facility, which is situated at:

Financial Services Authority  
25 The North Colonnade  
London  
E14 5HS

- Annual Report & Accounts 2007
- Notice of Annual General Meeting 2008

The Annual General Meeting will be held at 11.00 a.m. on Thursday, 15 May 2008 at the Cavendish Conference Centre, 22 Duchess Mews, London, W1G 9DT.

This information is provided by RNS  
The company news service from the London Stock Exchange

END  
ACSFKNKDBBKDAQK

To update your alert preferences, or to unsubscribe, go to  
<http://www.williamhillplc.co.uk>

**From:** William Hill plc Email Alert [emailalert@hemscottbusiness.co.uk]  
**Sent:** 07 April 2008 15:20  
**To:** Sue Adler  
**Subject:** Hemscott News Alert - William Hill PLC

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OFFICE OF INTERNATIONAL  
CORPORATE FINANCE

William Hill PLC - Holding(s) in Company

RNS Number:7921R  
William Hill PLC  
07 April 2008

The following notification was received on 4 April 2008 by William Hill PLC, relating to major interests in shares of William Hill PLC.

Dennis Read, Deputy Company Secretary

7 April 2008

1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached:

William Hill PLC

2. Reason for the notification

(please 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 notification obligation:

The Goldman Sachs Group Inc

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

Goldman, Sachs & Co.,  
Goldman Sachs International,  
Goldman Sachs Asset Management, L.P.

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

2 April 2008

6. Date on which issuer notified:

4 April 2008

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

6%

8. Notified Details:

Class/type of shares if possible use ISIN CODE                      Situation previous to the triggering transaction

Number of shares                      Number of voting rights

GB0031698896    Below 3%

Class/type of shares if possible use ISIN CODE	Number of shares	Resulting situation after the triggering transaction			
		Number of voting rights		% of voting rights	
		Direct	Indirect	Direct	Indirect
GB0031698896		21,694,074	46,082	6.25%	0.01%

B: Financial Instruments

Resulting situation after the triggering transaction

Type of financial instrument	Expiration date	Exercise/ conversion period/date	No. of voting rights that may be acquired (if the instrument exercised/ converted)	% of voting rights
------------------------------	-----------------	----------------------------------	--	--------------------

Total (A+B)				
Number of voting rights			% of voting rights	
21,740,156			6.26%	

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

The interest in 41,106 shares arose from an interest held by Goldman, Sachs & Co., a wholly-owned direct subsidiary of GS Inc, acting as custodian for its customers. These shares are, or will be, registered in the name of Goldman Sachs Securities (Nominees), Limited.

The interest in 21,694,074 shares arose from a beneficial interest held by Goldman Sachs International, a wholly-owned indirect subsidiary of GS Inc. These shares are, or will be, registered at CREST in account CREPTMP.

The interest in 4,976 shares arose from the interest held by Goldman Sachs Asset Management, LP a wholly owned subsidiary of GS Inc acting as discretionary manager. We believe that some of these shares are, or will be, registered in the name of Goldman Sachs Securities (Nominees), Limited ('GSSN').

Proxy Voting:

10. Name of 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:

N/A

13. Additional information:

General email contact:

shareholderdisclosures@gs.com

14. Contact name:

Sean Rogers / Alan Cox

15. Contact telephone number:

0207 552 9205 / 0207 774 8774

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The company news service from the London Stock Exchange

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HOLMGGGDKNDGRZM

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<http://www.williamhillplc.co.uk>



**From:** William Hill plc Email Alert [emailalert@hemscottbusiness.co.uk]  
**Sent:** 18 April 2008 13:41  
**To:** Sue Adler  
**Subject:** Hemscott News Alert - William Hill PLC

William Hill PLC - Notice of Interim Mgt Stmtnt

RNS Number:6702S  
William Hill PLC  
18 April 2008

Friday 18th April 2008

WILLIAM HILL PLC

NOTIFICATION OF INTERIM MANAGEMENT STATEMENT

William Hill PLC (the 'Group') announces that it will issue an interim management statement on 24th April 2008.

Enquiries:

Ralph Topping, Chief Executive Officer	Tel: 020 8918 3910
Simon Lane, Group Finance Director	Tel: 020 8918 3942
Nilay Patel, Corporate Finance Manager	Tel: 020 8918 3736
Fiona Antcliffe/ Deborah Spencer, Brunswick	Tel: 020 7404 5959

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The company news service from the London Stock Exchange

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To update your alert preferences, or to unsubscribe, go to  
<http://www.williamhillplc.co.uk>

**From:** William Hill plc Email Alert [emailalert@hemscottbusiness.co.uk]  
**Sent:** 22 April 2008 11:41  
**To:** Sue Adler  
**Subject:** Hemscott News Alert - William Hill PLC

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CORPORATE FINANCE

William Hill PLC - Annual Information Update

RNS Number:8474S  
William Hill PLC  
22 April 2008

22 April 2008

WILLIAM HILL PLC

Annual Information Update for the 12 months up to and including  
22 April 2008

In accordance with Prospectus Rule 5.2 the following summarises the information published, or made available to the public, over the twelve months ended 22 April 2008.

1. RNS Announcements

The following UK regulatory announcements have been made via RNS a Regulatory Information Service and can be obtained from the London Stock Exchange website, [www.londonstockexchange.com](http://www.londonstockexchange.com) or the Company's website at [www.williamhillplc.co.uk](http://www.williamhillplc.co.uk)

Date	Announcement
18/04/2008	William Hill PLC - Notice of Interim Management Statement
15/04/2008	William Hill PLC - Statement re Treasury Shares
07/04/2008	William Hill PLC - Holding(s) in Company
03/04/2008	William Hill PLC - Annual Report and Accounts
02/04/2008	William Hill PLC - Re Joint Venture
05/03/2008	William Hill PLC - Director/PDMR Shareholding
03/03/2008	William Hill PLC - Director/PDMR Shareholding
29/02/2008	William Hill PLC - Total Voting Rights
27/02/2008	William Hill PLC - Statement re Treasury Shares
27/02/2008	William Hill PLC - Preliminary Results
22/02/2008	William Hill PLC - Holding(s) in Company
21/02/2008	William Hill PLC - Directorate Change
31/01/2008	William Hill PLC - Total Voting Rights
31/01/2008	William Hill PLC - Statement re Treasury Shares
30/01/2008	William Hill PLC - Holding(s) in Company
28/01/2008	William Hill PLC - Holding(s) in Company
24/01/2008	William Hill PLC - Holding(s) in Company
23/01/2008	William Hill PLC - Holding(s) in Company
23/01/2008	William Hill PLC - Holding(s) in Company
16/01/2008	William Hill PLC - Holding(s) in Company
16/01/2008	William Hill PLC - Statement re Treasury Shares
15/01/2008	William Hill PLC - Holding(s) in Company
14/01/2008	Alphameric PLC - Contract
14/01/2008	William Hill PLC - Turf TV
10/01/2008	William Hill PLC - Trading Statement
07/01/2008	William Hill PLC - Statement re Treasury Shares
07/01/2008	William Hill PLC - Holding(s) in Company
31/12/2007	William Hill PLC - Total Voting Rights

19/12/2007 William Hill PLC - Statement re Treasury Shares  
 18/12/2007 William Hill PLC - Transaction in Own Shares  
 12/12/2007 William Hill PLC - Holding(s) in Company  
 07/12/2007 William Hill PLC - Holding(s) in Company  
 07/12/2007 William Hill PLC - Holding(s) in Company  
 05/12/2007 William Hill PLC - Statement re Treasury Shares  
 05/12/2007 William Hill PLC - Transaction in Own Shares  
 04/12/2007 William Hill PLC - Transaction in Own Shares  
 03/12/2007 William Hill PLC - Transaction in Own Shares  
 30/11/2007 William Hill PLC - Total Voting Rights  
 30/11/2007 William Hill PLC - Transaction in Own Shares  
 29/11/2007 William Hill PLC - Transaction in Own Shares  
 27/11/2007 William Hill PLC - Holding(s) in Company  
 27/11/2007 William Hill PLC - Transaction in Own Shares  
 26/11/2007 William Hill PLC - Transaction in Own Shares  
 23/11/2007 William Hill PLC - Transaction in Own Shares  
 22/11/2007 William Hill PLC - Holding(s) in Company  
 21/11/2007 William Hill PLC - Statement re Treasury Shares  
 20/11/2007 William Hill PLC - Transaction in Own Shares  
 19/11/2007 William Hill PLC - Transaction in Own Shares  
 16/11/2007 William Hill PLC - Transaction in Own Shares  
 14/11/2007 William Hill PLC - Transaction in Own Shares  
 13/11/2007 William Hill PLC - Transaction in Own Shares  
 12/11/2007 William Hill PLC - Holding(s) in Company  
 09/11/2007 William Hill PLC - Transaction in Own Shares  
 07/11/2007 William Hill PLC - Statement re Treasury Shares  
 07/11/2007 William Hill PLC - Transaction in Own Shares  
 06/11/2007 William Hill PLC - Transaction in Own Shares  
 02/11/2007 William Hill PLC - Transaction in Own Shares  
 31/10/2007 William Hill PLC - Total Voting Rights  
 31/10/2007 William Hill PLC - Holding(s) in Company  
 30/10/2007 William Hill PLC - Holding(s) in Company  
 30/10/2007 William Hill PLC - Transaction in Own Shares  
 26/10/2007 William Hill PLC - Statement re Treasury Shares  
 26/10/2007 William Hill PLC - Transaction in Own Shares  
 24/10/2007 William Hill PLC - Statement re Treasury Shares  
 24/10/2007 William Hill PLC - Transaction in Own Shares  
 23/10/2007 William Hill PLC - Transaction in Own Shares  
 22/10/2007 William Hill PLC - Transaction in Own Shares  
 19/10/2007 William Hill PLC - Transaction in Own Shares  
 18/10/2007 William Hill PLC - Transaction in Own Shares  
 17/10/2007 William Hill PLC - Holding(s) in Company  
 17/10/2007 William Hill PLC - Transaction in Own Shares  
 16/10/2007 William Hill PLC - Transaction in Own Shares  
 15/10/2007 William Hill PLC - Transaction in Own Shares  
 10/10/2007 William Hill PLC - Statement re Treasury Shares  
 02/10/2007 William Hill PLC - Transaction in Own Shares  
 02/10/2007 William Hill PLC - Transaction in Own Shares  
 28/09/2007 William Hill PLC - Total Voting Rights  
 28/09/2007 William Hill PLC - Statement re Treasury Shares  
 26/09/2007 William Hill PLC - Statement re Treasury Shares  
 25/09/2007 William Hill PLC - CEO - Interim Arrangements  
 24/09/2007 William Hill PLC - Holding(s) in Company  
 19/09/2007 William Hill PLC - Statement re Treasury Shares  
 19/09/2007 William Hill PLC - Transaction in Own Shares  
 18/09/2007 William Hill PLC - Transaction in Own Shares  
 12/09/2007 William Hill PLC - Statement re Treasury Shares  
 11/09/2007 William Hill PLC - Transaction in Own Shares  
 07/09/2007 William Hill PLC - Director/PDMR Shareholding  
 05/09/2007 William Hill PLC - Statement re Treasury Shares  
 03/09/2007 William Hill PLC - Director/PDMR Shareholding  
 31/08/2007 William Hill PLC - Total Voting Rights  
 31/08/2007 William Hill PLC - Transaction in Own Shares  
 29/08/2007 William Hill PLC - Director/PDMR Shareholding  
 29/08/2007 William Hill PLC - Statement re Treasury Shares  
 29/08/2007 William Hill PLC - Transaction in Own Shares  
 28/08/2007 William Hill PLC - Holding(s) in Company  
 22/08/2007 William Hill PLC - Statement re Treasury Shares  
 22/08/2007 William Hill PLC - Transaction in Own Shares

17/08/2007	William Hill PLC	- Transaction in Own Shares
15/08/2007	William Hill PLC	- Statement re Treasury Shares
15/08/2007	William Hill PLC	- Transaction in Own Shares
14/08/2007	William Hill PLC	- Director/PDMR Shareholding
10/08/2007	William Hill PLC	- Transaction in Own Shares
08/08/2007	William Hill PLC	- Director/PDMR Shareholding
08/08/2007	William Hill PLC	- Statement re Treasury Shares
07/08/2007	William Hill PLC	- Holding(s) in Company
07/08/2007	William Hill PLC	- Transaction in Own Shares
06/08/2007	William Hill PLC	- Transaction in Own Shares
02/08/2007	William Hill PLC	- Statement re Treasury Shares
02/08/2007	William Hill PLC	- Director/PDMR Shareholding
02/08/2007	William Hill PLC	- Interim Results
01/08/2007	William Hill PLC	- Statement re Treasury Shares
05/07/2007	William Hill PLC	- Holding(s) in Company
02/07/2007	William Hill PLC	- Total Voting Rights
02/07/2007	William Hill PLC	- Statement re Treasury Shares
02/07/2007	William Hill PLC	- Trading Statement
25/06/2007	William Hill PLC	- Statement re Treasury Shares
25/06/2007	William Hill PLC	- Directorate Change
22/06/2007	William Hill PLC	- Reduction of Capital
31/05/2007	William Hill PLC	- Total Voting Rights
25/05/2007	William Hill PLC	- Statement re Treasury Shares
17/05/2007	William Hill PLC	- Result of AGM
17/05/2007	William Hill PLC	- Trading Statement
11/05/2007	William Hill PLC	- Holding(s) in Company
10/05/2007	William Hill PLC	- Exec Bonus Matching Scheme
02/05/2007	William Hill PLC	- Annual Information Update
02/05/2007	William Hill PLC	- Board Appointments

2. Documents Filed at Companies House

The documents listed below were filed with the Registrar of Companies at Companies House and can be obtained from Companies House, Crown Way, Cardiff C14 3UZ. They are also available (as dated below) through Companies House direct at [www.direct.companieshouse.gov.uk](http://www.direct.companieshouse.gov.uk).

25 January 2008	Form 169	Purchase of own shares
18 December 2007	Form 169	Purchase of own shares
6 December 2007	Form 169	Purchase of own shares
27 November 2007	Form 169	Purchase of own shares
13 November 2007	Form 169	Purchase of own shares
7 November 2007	Form 169	Purchase of own shares
24 October 2007	Form 169A(2)	Cancellation/sale of shares from Treasury
17 October 2007	Form 288b	Resignation of a director
4 October 2007	Form 169	Purchase of own shares
27 September 2007	Form 169A(2)	Cancellation/sale of shares from Treasury
28 August 2007	Form 169A(2)	Cancellation/sale of shares from Treasury
30 July 2007	Form 169A(2)	Cancellation/sale of shares from Treasury
25 July 2007	Form 169A(2)	Cancellation/sale of shares from Treasury
25 June 2007	Form 288a	Appointment of new director
22 June 2007	Form 169A(2)	Cancellation/sale of shares from Treasury
21 June 2007	Cert21	Reduction of share premium
21 June 2007	Res 13	Ordinary and Special Resolutions passed at AGM
20 June 2007	OC	Cancel Share prem account
19 June 2007	288a	Appointment of new director
12 June 2007	AA	Accounts for year ended 26 December 2006
6 June 2007	Form 169A(2)	Cancellation/sale of shares from Treasury
30 May 2007	Form 363A	Annual Return up to 8.5.07

3. Documents published and sent to shareholders or filed with the UKLA viewing facility at:

Financial Services Authority  
The North Colonnade  
Canary Wharf

03 April 2008

Annual Report and Accounts 2007

03 April 2008  
17 May 2007

Notice of Annual General Meeting 2008  
Resolutions passed at AGM 2007

Copies of the above documents can be obtained from the Company Secretary at:

Greenside House  
50 Station Road  
Wood Green  
London N22 7TP

In accordance with Article 5.2.7 of the Prospectus Rules we confirm that, to the best of our knowledge, the information relating to the Company, as referred to above, is up to date at the date of this announcement, but it is acknowledged that such disclosures may, at any time, be out of date due to changing circumstances.

Enquiries:

Dennis Read

Deputy Company Secretary  
020 8918 3723

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<http://www.williamhillplc.co.uk>

**From:** William Hill plc Email Alert [emailalert@hemscottbusiness.co.uk]  
**Sent:** 22 April 2008 11:46  
**To:** Sue Adler  
**Subject:** Hemscott News Alert - William Hill PLC

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CORPORATE FINANCE

William Hill PLC - Holding(s) in Company

RNS Number:8486S  
William Hill PLC  
22 April 2008

The following notification was received on 21 April 2008 by William Hill PLC, relating to major interests in shares of William Hill PLC.

Dennis Read, Deputy Company Secretary

22 April 2008

1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached:

William Hill PLC

2. Reason for the notification

(please 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 notification obligation:

The Goldman Sachs Group Inc

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

Goldman, Sachs & Co.,  
Goldman Sachs International,  
Goldman Sachs Asset Management, L.P.

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

17 April 2008

6. Date on which issuer notified:

21 April 2008

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

7%

A: Voting rights attached to shares

Class/type of shares if possible use ISIN CODE	Situation previous to the triggering transaction		
	Number of shares	Number of voting rights	
GB0031698896	21,740,156	6.26%	

Class/type of shares if possible use ISIN CODE	Resulting situation after the triggering transaction				
	Number of shares	Number of voting rights		% of voting rights	
		Direct	Indirect	Direct	Indirect
GB0031698896		24,576,562	45,082	7.08%	0.01%

B: Financial Instruments

Resulting situation after the triggering transaction

Type of financial instrument	Expiration date	Exercise/ conversion period/date	No. of voting rights that may be acquired (if the instrument exercised/ converted)	% of voting rights
Total (A+B)				
Number of voting rights				% of voting rights
24,621,644				7.09%

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

The interest in 41,106 shares arose from an interest held by Goldman, Sachs & Co., a wholly-owned direct subsidiary of GS Inc, acting as custodian for its customers. These shares are, or will be, registered in the name of Goldman Sachs Securities (Nominees), Limited.

The interest in 24,576,562 shares arose from a beneficial interest held by Goldman Sachs International, a wholly-owned indirect subsidiary of GS Inc. These shares are, or will be, registered at CREST in account CREPTMP.

The interest in 4,976 shares arose from the interest held by Goldman Sachs Asset Management, LP a wholly owned subsidiary of GS Inc acting as discretionary manager. We believe that some of these shares are, or will be, registered in the name of Goldman Sachs Securities (Nominees), Limited ('GSSN').

Proxy Voting:

10. Name of 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:

N/A

13. Additional information:

General email contact:  
shareholderdisclosures@gs.com

14. Contact name:  
Sean Rogers / Alan Cox

15. Contact telephone number:

0207 552 9205 / 0207 774 8774

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<http://www.williamhillplc.co.uk>

**From:** William Hill plc Email Alert [emailalert@hemscottbusiness.co.uk]  
**Sent:** 24 April 2008 07:07  
**To:** Sue Adler  
**Subject:** Hemscott News Alert - William Hill PLC

William Hill PLC - Interim Management Statement

RNS Number:9978S  
William Hill PLC  
24 April 2008

Thursday, 24th April 2008

WILLIAM HILL PLC  
INTERIM MANAGEMENT STATEMENT

William Hill PLC (the 'Group') is today updating the market on trading for the 16 weeks ended 22nd April 2008 ('the period').

Financial performance

Total gross win increased by 5% in the period against strong prior year comparative numbers and represents a satisfactory performance in line with expectations.

Retail

Retail gross win grew by 7% driven by extended winter opening hours.

Over The Counter gross wins increased by 3% with sporting results generally being favourable over the period against strong comparables last year. The Cheltenham Festival delivered results in line with expectations and, whilst the Grand National itself was disappointing for bookmakers, the Aintree meeting as a whole provided a reasonable outcome.

Machine gross win improved by 16% helped by the impact of extended evening opening hours and new products.

Interactive

Interactive gross win grew by 5% over the comparative period with a fall in Sportsbook gross win being offset by good growth in online gaming.

The Sportsbook, despite remaining on the current technology platform, showed encouraging growth over the second half of 2007 at the average weekly gross win level.

Internet gaming (encompassing casino, poker, games, bingo and skill games) has shown a good level of growth, benefiting from a strong performance in games and bingo which has offset weaker performances in casino and poker where the competitive environment remains challenging.

Telephone

Telephone gross win fell by 16% as a result of declines in amounts wagered on horserace betting and exceptionally strong gross win margins in 2007. This performance remains in line with management expectations.

Costs

Operating expenses increased in the period due to extended evening opening in the first quarter, the additional costs of Turf TV and the technology upgrade for the online Sportsbook.

The Group reaffirms its underlying cost inflation guidance for 2008 of between 4% and 6% excluding the incremental effects of winter evening opening and Turf TV. However,



**From:** William Hill plc Email Alert [emailalert@hemscottbusiness.co.uk]  
**Sent:** 30 April 2008 14:25  
**To:** Sue Adler  
**Subject:** Hemscott News Alert - William Hill PLC

William Hill PLC - Total Voting Rights

RNS Number:4729T  
William Hill PLC  
30 April 2008

William Hill PLC  
Total Voting Rights

On 30 April 2008 William Hill PLC had 347,332,092 issued ordinary shares of 10p each admitted to trading. Each ordinary share carries the right to one vote in relation to all circumstances at general meetings of the company. William Hill PLC holds 6,386,667 ordinary shares in treasury and the voting rights of these treasury shares are automatically suspended.

Enquiries:

Dennis Read Deputy Company Secretary  
020 8918 3600

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**END**