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OFFICE OF INTERNATIONAL  
CORPORATE FINANCE

08005234

**DIRECTORS' SHARE INTERESTS**

LADBROKES PLC ("THE COMPANY") ANNOUNCES THE FOLLOWING CHANGES TO THE INTERESTS OF DIRECTORS AND OTHER PERSONS DISCHARGING MANAGERIAL RESPONSIBILITY ("PDMRs") IN FULLY PAID ORDINARY SHARES OF 28½P EACH IN THE COMPANY ("SHARES") HELD UNDER THE COMPANY'S SHARE INVESTMENT PLAN:

**SUPPL**

<b>DIRECTORS</b>	<b>NO. OF SHARES PURCHASED (NOTE 1)</b>	<b>NO. OF BONUS SHARES AWARDED (NOTE 2)</b>	<b>CURRENT INTERESTS UNDER THE PLAN NO. OF SHARES</b>
CHRISTOPHER BELL	34	17	2,452
JOHN O'REILLY	34	17	2,452
<b>PDMRs</b>			
MIKE O'KANE	34	17	2,452
MICHAEL NOBLE	34	17	2,452
RICHARD AMES	34	17	631
BRYAN TAKER	33	17	479
BRIAN WALLACE	34	17	253

**NOTES:**

1. SHARES PURCHASED PURSUANT TO THE PLAN ON 5 SEPTEMBER 2008 AT 221.25 PENCE PER SHARE.
2. SHARES PURCHASED MATCHED PURSUANT TO THE PLAN BY THE ALLOTMENT ON THE SAME DATE AS IN NOTE 1 OF ONE BONUS SHARE FOR EVERY TWO SHARES PURCHASED.

**PROCESSED**

OCT 09 2008  
THOMSON REUTERS

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**DIRECTORS' SHARE INTERESTS**

LADBROKES PLC ("THE COMPANY") HAS BEEN NOTIFIED BY N M H JONES, SENIOR INDEPENDENT DIRECTOR, THAT HE HAS TODAY PURCHASED 20,000 ORDINARY SHARES OF 28¼P EACH OF THE COMPANY ("SHARES") AT 210P PER SHARE.

FOLLOWING THE PURCHASE, MR JONES IS BENEFICIALLY INTERESTED IN 55,000 SHARES.

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<b>1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached:</b>		Ladbrokes plc
<b>2. Reason for the notification</b> (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):		
<b>3. Full name of person(s) subject to the notification obligation:</b>		Aberdeen Asset Management PLC's Fund Management Operating Subsidiaries
<b>4. Full name of shareholder(s)</b> (if different from 3.):		N/A
<b>5. Date of the transaction</b> (and date on which the threshold is crossed or reached if different):		19/09/2008
<b>6. Date on which issuer notified:</b>		23/09/2008
<b>7. Threshold(s) that is/are crossed or reached:</b>		5%
<b>8. Notified details:</b>		

<b>A: Voting rights attached to shares</b>							
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	Direct	Indirect	Direct	Indirect
GB00B0ZSH635	29,752,541	29,752,541			30,123,541		5%

<b>B: Financial Instruments</b>				
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

<b>Total (A+B)</b>	
<b>Number of voting rights</b>	<b>% of voting rights</b>
30,123,541	5%

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

<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:		2008 OCT 7 P 12: 17 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):		
3. Full name of person(s) subject to the notification obligation:	Morgan Stanley Investment Management Limited ('MSIM')	
4. Full name of shareholder(s) (if different from 3.):	Various clients for which MSIM has voting authority	
5. Date of the transaction (and date on which the threshold is crossed or reached if different):	23 <sup>rd</sup> September 2008	
6. Date on which issuer notified:	24 <sup>th</sup> September 2008	
7. Threshold(s) that is/are crossed or reached:	<5%	
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	Direct	Indirect	Direct	Indirect
GB00B0ZSH635	35,462,282	30,414,560	35,415,482	29,515,431		4.9148%	

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

<b>Total (A+B)</b>	
<b>Number of voting rights</b>	<b>% of voting rights</b>
29,515,431	4.9148%

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

<b>Proxy Voting:</b>	
<b>10. Name of the proxy holder:</b>	Morgan Stanley Investment Management Limited
<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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## VOTING RIGHTS AND SHARE CAPITAL

LADBROKES PLC ('THE COMPANY') CONFIRMS THAT AS AT 30 SEPTEMBER 2008, ITS ISSUED SHARE CAPITAL, INCLUDING TREASURY SHARES, CONSISTS OF 632,340,433 ORDINARY SHARES OF 28½P ('SHARES'). 31,760,568 SHARES ARE HELD IN TREASURY, THE VOTING RIGHTS OF WHICH ARE AUTOMATICALLY SUSPENDED.

ACCORDINGLY, THE TOTAL NUMBER OF VOTING RIGHTS IN THE COMPANY IS 600,579,865. THIS FIGURE MAY BE USED BY SHAREHOLDERS AS THE DENOMINATOR FOR THE CALCULATIONS BY WHICH THEY WILL DETERMINE IF THEY ARE REQUIRED TO NOTIFY THEIR INTEREST IN, OR A CHANGE IN THEIR INTEREST IN, THE COMPANY UNDER THE FSA'S DISCLOSURE AND TRANSPARENCY RULES.

*END*