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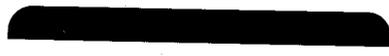
Ladbrokes^{PLC}

DIRECTORS' SHARE INTERESTS

LADBROKES PLC ("THE COMPANY") ANNOUNCES THAT:

- ON 26 MARCH 2009 ORDINARY SHARES OF 28½P EACH OF THE COMPANY ("SHARES") AWARDED UNDER THE COMPANY'S EXECUTIVE DEFERRED BONUS PLAN ("EDBP") IN 2007, VESTED AS FOLLOWS:

| NAME | NO. OF SHARES VESTED |
|----------------------------|----------------------|
| EXECUTIVE DIRECTORS | |
| C BELL | 34,712 |
| J P O'REILLY | 21,285 |
| A S ROSS | 13,835 |
| PDMRS | |
| M J NOBLE | 5,185 |
| B S TAKER | 8,868 |
| M P O'KANE | 7,759 |



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SHARES WERE SOLD AT 185.61 PENCE PER SHARE (TO ACCOUNT FOR TAX PAYABLE ON THE ABOVE VESTINGS) AS FOLLOWS:

| NAME | NO. OF SHARES SOLD |
|----------------------------|--------------------|
| EXECUTIVE DIRECTORS | |
| C BELL | 14,282 |
| J P O'REILLY | 8,758 |
| A S ROSS | 5,554 |
| PDMRS | |
| M J NOBLE | 2,137 |
| M P O'KANE | 3,193 |

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122

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- ON 30 MARCH 2009 AWARDS OF SHARES WERE MADE UNDER THE COMPANY'S EDBP AS PART OF THE BONUSES DUE IN RESPECT OF THE 2008 FINANCIAL YEAR AS FOLLOWS:

| NAME | NO. OF SHARES AWARDED | VESTING DATE |
|-------------|-----------------------|------------------|
| PDMR | | |
| M P O'KANE | 205,314 | 24 FEBRUARY 2011 |

- ON 30 MARCH 2009 CONDITIONAL RIGHTS TO RECEIVE UP TO A SPECIFIED MAXIMUM NUMBER OF SHARES WERE GRANTED UNDER THE COMPANY'S PERFORMANCE SHARE PLAN ("PSP") BY REFERENCE TO THE COMPANY'S PERFORMANCE OVER THE THREE YEAR PERIOD ENDING 31 DECEMBER 2011 AS FOLLOWS:

| NAME | MAXIMUM NO. OF SHARES OVER WHICH CONDITIONAL RIGHTS HAVE BEEN GRANTED |
|--------------|---|
| PDMRS | |
| M P O'KANE | 126,926 |

- ON 1 APRIL 2009 SHARES AWARDED UNDER THE COMPANY'S EXECUTIVE MATCHING SHARES PLAN IN 2006 VESTED AS FOLLOWS:

| NAME | NO. OF QUALIFYING SHARES VESTED | NO. OF MATCHING SHARES VESTED |
|----------------------------|---------------------------------|-------------------------------|
| EXECUTIVE DIRECTORS | | |
| C BELL | 6,446 | 10,926 |
| J P O'REILLY | 4,938 | 8,369 |
| PDMRS | | |
| M J NOBLE | 2,449 | 4,150 |
| M P O'KANE | 599 | 1,016 |

MATCHING SHARES WERE SOLD ON 2 APRIL 2009 AT 201.69 PENCE PER SHARE (TO ACCOUNT FOR TAX PAYABLE ON THE ABOVE VESTINGS) AS FOLLOWS:

| NAME | NO. OF MATCHING SHARES SOLD |
|----------------------------|------------------------------------|
| EXECUTIVE DIRECTORS | |
| C BELL | 4,496 |
| J P O'REILLY | 3,444 |
| PDMRS | |
| M J NOBLE | 1,712 |
| M P O'KANE | 427 |

- ON 1 APRIL 2009 SHARE OPTIONS WERE GRANTED UNDER THE COMPANY'S INTERNATIONAL SHARE OPTION SCHEME ("ISOS") AS FOLLOWS:

| NAME | OPTIONS GRANTED NO. OF SHARES |
|--------------|--------------------------------------|
| PDMRS | |
| M J NOBLE | 20,000 |
| M P O'KANE | 20,000 |

OPTIONS WERE GRANTED AT A PRICE OF 185.60P PER SHARE AND ARE NORMALLY EXERCISABLE BETWEEN 3 AND 10 YEARS FROM GRANT.

- FOLLOWING THESE TRANSACTIONS:
 - MR BELL IS BENEFICIALLY INTERESTED IN 450,975 SHARES, HAS A TOTAL INTEREST UNDER THE EDBP IN 274,726 SHARES.
 - MR O'REILLY IS BENEFICIALLY INTERESTED IN 219,772 SHARES, HAS A TOTAL INTEREST UNDER THE EDBP IN 174,066 SHARES.

- MR ROSS IS BENEFICIALLY INTERESTED IN 203,549 SHARES, HAS A TOTAL INTEREST UNDER THE EDBP IN 97,765 SHARES.
- MR NOBLE IS BENEFICIALLY INTERESTED IN 44,058 SHARES, HAS A TOTAL INTEREST UNDER THE EDBP IN 20,574 SHARES AND HOLDS OPTIONS TO PURCHASE A TOTAL OF 201,009 SHARES UNDER ISOS.
- MR O'KANE IS BENEFICIALLY INTERESTED IN 61,332 SHARES, HAS AN INTEREST IN A MAXIMUM TOTAL OF 177,403 SHARES UNDER THE PSP OVER WHICH CONDITIONAL RIGHTS HAVE BEEN GRANTED, HAS A TOTAL INTEREST UNDER THE EDBP IN 211,190 SHARES AND HOLDS OPTIONS TO PURCHASE A TOTAL OF 109,684 SHARES UNDER ISOS.
- MR TAKER IS BENEFICIALLY INTERESTED IN 53,024 SHARES, HAS A TOTAL INTEREST UNDER THE EDBP IN 109,207 SHARES.

ANNUAL INFORMATION UPDATE

ANNUAL INFORMATION UPDATE FOR THE PERIOD COMMENCING 1 APRIL 2008 UP TO AND INCLUDING 31 MARCH 2009.

LADBROKES PLC ("THE COMPANY") IS PLEASED TO PROVIDE AN **ANNUAL INFORMATION UPDATE**, IN ACCORDANCE WITH THE REQUIREMENTS OF PROSPECTUS RULE 5.2. THE INFORMATION REFERRED TO IN THIS UPDATE WAS UP TO DATE AT THE TIME THE INFORMATION WAS PUBLISHED BUT SOME INFORMATION MAY NOW BE OUT OF DATE. TO AVOID AN UNNECESSARILY LENGTHY DOCUMENT, INFORMATION IS REFERRED TO IN THIS UPDATE RATHER THAN INCLUDED IN FULL.

1. **ANNOUNCEMENTS MADE VIA RNS, A REGULATORY INFORMATION SERVICE:**

| DATE | DESCRIPTION |
|---------------|------------------------------|
| 08 APRIL 2008 | DIRECTOR/PDMR SHAREHOLDING |
| 16 APRIL 2008 | DIRECTOR DECLARATION |
| 21 APRIL 2008 | BLOCKLISTING |
| 21 APRIL 2008 | DIRECTOR/PDMR SHAREHOLDING |
| 30 APRIL 2008 | TOTAL VOTING RIGHTS |
| 06 MAY 2008 | NOTICE OF IMS |
| 06 MAY 2008 | HOLDING(S) IN COMPANY |
| 07 MAY 2008 | DIRECTOR/PDMR SHAREHOLDING |
| 16 MAY 2008 | INTERIM MANAGEMENT STATEMENT |
| 16 MAY 2008 | AGM RESULTS |
| 20 MAY 2008 | HOLDING(S) IN COMPANY |
| 30 MAY 2008 | TOTAL VOTING RIGHTS |
| 04 JUNE 2008 | DIRECTOR/PDMR SHAREHOLDING |

| | |
|-------------------|---|
| 05 JUNE 2008 | HOLDING(S) IN COMPANY |
| 10 JUNE 2008 | DIRECTOR/PDMR SHAREHOLDING |
| 24 JUNE 2008 | DIRECTOR/PDMR SHAREHOLDING |
| 24 JUNE 2008 | HOLDING(S) IN COMPANY |
| 24 JUNE 2008 | HOLDING(S) IN COMPANY |
| 30 JUNE 2008 | TOTAL VOTING RIGHTS |
| 30 JUNE 2008 | HOLDING(S) IN COMPANY |
| 08 JULY 2008 | DIRECTOR/PDMR SHAREHOLDING |
| 23 JULY 2008 | NOTICE OF RESULTS |
| 31 JULY 2008 | TOTAL VOTING RIGHTS |
| 01 AUGUST 2008 | MERGER UPDATE |
| 05 AUGUST 2008 | HOLDING(S) IN COMPANY |
| 06 AUGUST 2008 | DIRECTOR/PDMR SHAREHOLDING |
| 07 AUGUST 2008 | INTERIM RESULTS |
| 11 AUGUST 2008 | CORRECTION NOTICE FOR INTERIM RESULTS |
| 13 AUGUST 2008 | HOLDINGS IN COMPANY |
| 29 AUGUST 2008 | TOTAL VOTING RIGHTS |
| 04 SEPTEMBER 2008 | DIRECTOR/PDMR SHAREHOLDING |
| 08 SEPTEMBER 2008 | CHANGE IN EXECUTIVE COMMITTEE RESPONSIBILITIES |
| 10 SEPTEMBER 2008 | DIRECTOR/PDMR SHAREHOLDING |
| 18 SEPTEMBER 2008 | DIRECTOR/PDMR SHAREHOLDING |
| 24 SEPTEMBER 2008 | HOLDING(S) IN COMPANY |
| 25 SEPTEMBER 2008 | HOLDING(S) IN COMPANY |
| 30 SEPTEMBER 2008 | TOTAL VOTING RIGHTS |
| 02 OCTOBER 2008 | HOLDING(S) IN COMPANY |
| 02 OCTOBER 2008 | HOLDING(S) IN COMPANY - REPLACEMENT |
| 09 OCTOBER 2008 | HOLDING(S) IN COMPANY |

| | |
|------------------|-----------------------------------|
| 09 OCTOBER 2008 | HOLDING(S) IN COMPANY |
| 10 OCTOBER 2008 | DIRECTOR/PDMR SHAREHOLDING |
| 20 OCTOBER 2008 | BLOCKLISTING INTERIM REVIEW |
| 31 OCTOBER 2008 | TOTAL VOTING RIGHTS |
| 04 NOVEMBER 2008 | TOTAL VOTING RIGHTS – REPLACEMENT |
| 07 NOVEMBER 2008 | NOTICE OF IMS |
| 10 NOVEMBER 2008 | DIRECTOR/PDMR SHAREHOLDING |
| 13 NOVEMBER 2008 | INTERIM MANAGEMENT STATEMENT |
| 18 NOVEMBER 2008 | HOLDING(S) IN COMPANY |
| 20 NOVEMBER 2008 | ADDITIONAL LISTING |
| 28 NOVEMBER 2008 | TOTAL VOTING RIGHTS |
| 10 DECEMBER 2008 | NEW CHAIRMAN AT LADBROKES PLC |
| 10 DECEMBER 2008 | DIRECTOR/PDMR SHAREHOLDING |
| 11 DECEMBER 2008 | DIRECTOR DECLARATION |
| 31 DECEMBER 2008 | TOTAL VOTING RIGHTS |
| 08 JANUARY 2009 | DIRECTOR/PDMR SHAREHOLDING |
| 23 JANUARY 2009 | DIRECTOR/PDMR SHAREHOLDING |
| 30 JANUARY 2009 | TOTAL VOTING RIGHTS |
| 10 FEBRUARY 2009 | NOTICE OF RESULTS |
| 10 FEBRUARY 2009 | DIRECTOR/PDMR SHAREHOLDING |
| 13 FEBRUARY 2009 | HOLDING(S) IN COMPANY |
| 19 FEBRUARY 2009 | LADBROKES PRELIMINARY RESULTS |
| 27 FEBRUARY 2009 | DIRECTOR/PDMR SHAREHOLDING |
| 02 MARCH 2009 | TOTAL VOTING RIGHTS |
| 09 MARCH 2009 | DIRECTOR/PDMR SHAREHOLDING |
| 10 MARCH 2009 | DIRECTOR/PDMR SHAREHOLDING |
| 11 MARCH 2009 | ANNUAL REPORT AND ACCOUNTS |
| 31 MARCH 2009 | TOTAL VOTING RIGHTS |

2. DOCUMENTS FILED AT COMPANIES HOUSE. ALL THE DOCUMENTS LISTED BELOW WERE FILED WITH THE REGISTRAR OF COMPANIES IN ENGLAND AND WALES AND REGISTERED BY THEM ON OR AROUND THE DATES INDICATED:

| DATE | DOCUMENT FILED |
|-------------------|--|
| 04 APRIL 2008 | FORM 88(2) RETURN ALLOTMENT OF SHARES |
| 15 APRIL 2008 | FORMS 88(2) RETURN ALLOTMENT OF SHARES |
| 17 APRIL 2008 | FORM 169(1B) PURCHASE OF OWN SHARES |
| 22 APRIL 2008 | FORM 88(2) RETURN ALLOTMENT OF SHARES |
| 24 APRIL 2008 | FORM 288C CHANGE OF PARTICULARS |
| 28 APRIL 2008 | FORM AA GROUP OF COMPANIES ACCOUNTS MADE UP TO 31/12/07 |
| 15 MAY 2008 | FORMS 88(2) RETURN ALLOTMENT OF SHARES |
| 22 MAY 2008 | FORMS 88(2) RETURN ALLOTMENT OF SHARES |
| 16 JULY 2008 | FORMS 88(2) RETURN ALLOTMENT OF SHARES |
| 21 JULY 2008 | FORM 88(2) RETURN ALLOTMENT OF SHARES |
| 21 JULY 2008 | RES01 AUTHORITY TO MAKE MARKET PURCHASE |
| 21 JULY 2008 | MEMORANDUM AND ARTICLES OF ASSOCIATION |
| 12 AUGUST 2008 | FORM 88(2) RETURN ALLOTMENT OF SHARES |
| 18 AUGUST 2008 | FORM 88(2) RETURN ALLOTMENT OF SHARES |
| 20 AUGUST 2008 | FORMS 88(2) RETURN ALLOTMENT OF SHARES |
| 27 AUGUST 2008 | FORM 88(2) RETURN ALLOTMENT OF SHARES |
| 01 SEPTEMBER 2008 | FORM 88(2) RETURN ALLOTMENT OF SHARES |
| 23 SEPTEMBER 2008 | FORMS 88(2) RETURN ALLOTMENT OF SHARES |
| 01 OCTOBER 2008 | FORM 88(2) RETURN ALLOTMENT OF SHARES |

| | |
|------------------|--|
| 13 OCTOBER 2008 | FORM 88(2) RETURN ALLOTMENT OF SHARES |
| 14 OCTOBER 2008 | FORM 88(2) RETURN ALLOTMENT OF SHARES |
| 17 OCTOBER 2008 | FORM 88(2) RETURN ALLOTMENT OF SHARES |
| 22 OCTOBER 2008 | FORM 88(2) RETURN ALLOTMENT OF SHARES |
| 02 NOVEMBER 2008 | FORMS 88(2) RETURN ALLOTMENT OF SHARES |
| 22 DECEMBER 2008 | FORM 88(2) RETURN ALLOTMENT OF SHARES |
| 31 DECEMBER 2008 | FORM 88(2) RETURN ALLOTMENT OF SHARES |
| 31 DECEMBER 2008 | FORM 88(2) RETURN ALLOTMENT OF SHARES |
| 06 JANUARY 2009 | FORM 288A NEW DIRECTOR APPOINTED |
| 26 JANUARY 2009 | FORMS 88(2) RETURN ALLOTMENT OF SHARES |
| 09 FEBRUARY 2009 | FORM 363A RETURN MADE UP TO 31/12/08 |
| 10 FEBRUARY 2009 | FORMS 88(2) RETURN ALLOTMENT OF SHARES |
| 18 FEBRUARY 2009 | FORM 288A NEW DIRECTOR APPOINTED |
| 18 FEBRUARY 2009 | FORMS 88(2) RETURN ALLOTMENT OF SHARES |
| 13 MARCH 2009 | FORM 88(2) RETURN ALLOTMENT OF SHARES |
| 25 MARCH 2009 | FORM 88(2) RETURN ALLOTMENT OF SHARES |

3. INFORMATION PROVIDED TO SHAREHOLDERS:

THE ANNUAL REPORT AND ACCOUNTS FOR YEAR ENDED 31 DECEMBER 2008, TOGETHER WITH THE NOTICE OF THE 2009 AGM, WAS SENT TO SHAREHOLDERS ON 11 MARCH 2009

VOTING RIGHTS AND SHARE CAPITAL

LADBROKES PLC ('THE COMPANY') CONFIRMS THAT AS AT 31 MARCH 2009, ITS ISSUED SHARE CAPITAL, INCLUDING TREASURY SHARES, CONSISTS OF 633,001,171 ORDINARY SHARES OF 28 1/3P ('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 601,240,603. 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.

2008 ANNUAL REPORT AND ASSOCIATED DOCUMENTATION

COPIES OF THE FOLLOWING DOCUMENTS HAVE BEEN SUBMITTED TO THE UK LISTING AUTHORITY:

1. THE 2008 ANNUAL REPORT
2. THE SHAREHOLDER CIRCULAR REGARDING THE 2009 ANNUAL GENERAL MEETING
3. THE FORM OF PROXY
4. THE FORMS OF DIRECTION

THESE 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
CANARY WHARF
LONDON
E14 5HS
TEL. NO. (0)20 7066 1000

DIRECTORS' SHARE INTERESTS

LADBROKES PLC ("THE COMPANY") HAS BEEN NOTIFIED BY P ERSKINE, A NON-EXECUTIVE DIRECTOR, THAT HE HAS TODAY PURCHASED 50,000 ORDINARY SHARES OF 28 $\frac{1}{3}$ P EACH ("SHARES") OF THE COMPANY AT 173.5579P PER SHARE.

FOLLOWING THE PURCHASE, MR ERSKINE IS BENEFICIALLY INTERESTED IN 50,000 SHARES.

VOTING RIGHTS AND SHARE CAPITAL

LADBROKES PLC ('THE COMPANY') CONFIRMS THAT AS AT 30 APRIL 2009, ITS ISSUED SHARE CAPITAL, INCLUDING TREASURY SHARES, CONSISTS OF 633,012,077 ORDINARY SHARES OF 28 1/3P ('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 601,251,509 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.

BLOCK LISTING SIX MONTHLY RETURN

INFORMATION PROVIDED ON THIS FORM MUST BE TYPED OR PRINTED ELECTRONICALLY AND PROVIDED TO AN RIS.

Date: Friday 17 April 2009

| | | | | |
|---|-------|--|-----|---------------|
| Name of <i>applicant</i> : | | Ladbrokes plc | | |
| Name of scheme: | | a) Ladbrokes plc Performance Share Plan b) Ladbrokes plc International Share Option Scheme c) Ladbrokes plc 1978 Share Option Scheme d) Ladbrokes plc 1983 Savings Related Share Option Scheme e) Ladbrokes plc Own Share Plan | | |
| Period of return: | From: | 19 October 2008 | To: | 18 April 2009 |
| Balance of unallotted securities under scheme(s) from previous return: | | a) 686,329 ordinary shares of 28 1/3 pence each b) 5,751,531 ordinary shares of 28 1/3 pence each c) 1,743,135 ordinary shares of 28 1/3 pence each d) 1,974,248 ordinary shares of 28 1/3 pence each e) 28,199 ordinary shares of 28 1/3 pence each | | |
| <i>Plus:</i> The amount by which the block scheme(s) has been increased since the date of the last return (if any increase has been applied for): | | a) Nil b) Nil c) Nil d) Nil e) 150,000 | | |
| <i>Less:</i> Number of <i>securities</i> issued/allotted under scheme(s) during period (see LR3.5.7G): | | a) 504,516 b) 5,250 c) Nil d) 72,374 e) 69,775 | | |
| <i>Equals:</i> Balance under scheme(s) not yet issued/allotted at end of period: | | a) 181,813 b) 5,746,281 c) 1,743,135 d) 1,901,874 e) 108,424 | | |
| Name of contact: | | Charlotte Adams | | |
| Telephone number of contact: | | 020 8515 5724 | | |

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:

| DIRECTORS | NO. OF SHARES PURCHASED (NOTE 1) | NO. OF BONUS SHARES AWARDED (NOTE 2) | CURRENT INTERESTS UNDER THE PLAN NO. OF SHARES |
|------------------|---|---|---|
| CHRISTOPHER BELL | 36 | 18 | 2,939 |
| JOHN O'REILLY | 36 | 18 | 2,939 |
| BRIAN WALLACE | 35 | 18 | 675 |
| RICHARD AMES | 36 | 18 | 1,066 |
| PDMRs | | | |
| MIKE O'KANE | 36 | 18 | 2,939 |
| MICHAEL NOBLE | 36 | 18 | 2,939 |
| BRYAN TAKER | 35 | 17 | 909 |

NOTES:

1. SHARES PURCHASED PURSUANT TO THE PLAN ON 6 APRIL 2009 AT 211.00P 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.

DIRECTORS' SHARE INTERESTS

LADBROKES PLC ("THE COMPANY") ANNOUNCES THAT:

- ON 20 FEBRUARY 2009 CONDITIONAL RIGHTS OVER ORDINARY SHARES OF 28½P EACH OF THE COMPANY ("SHARES") GRANTED UNDER THE COMPANY'S PERFORMANCE SHARE PLAN ("PSP") IN 2006 BY REFERENCE TO THE COMPANY'S PERFORMANCE OVER THE THREE YEAR PERIOD ENDED 31 DECEMBER 2008 VESTED AS FOLLOWS:

| NAME | NO. OF SHARES VESTED | NO. OF SHARES OVER WHICH RIGHTS HAVE LAPSED |
|----------------------------|----------------------|---|
| EXECUTIVE DIRECTORS | | |
| C BELL | 154,031 | 40,086 |
| J P O'REILLY | 84,017 | 21,865 |
| A S ROSS | 72,814 | 18,950 |
| PDMRS | | |
| M J NOBLE | 30,881 | 8,038 |
| B S TAKER | 70,014 | 18,221 |
| M P O'KANE | 46,209 | 12,026 |

SHARES WERE SOLD AT 179.17 PENCE PER SHARE (TO ACCOUNT FOR TAX PAYABLE ON THE ABOVE VESTINGS) AS FOLLOWS:

| NAME | NO. OF SHARES SOLD |
|----------------------------|--------------------|
| EXECUTIVE DIRECTORS | |
| C BELL | 63,375 |
| J P O'REILLY | 34,568 |
| A S ROSS | 29,959 |
| PDMRS | |

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122

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| M J NOBLE | 12,706 |
| B S TAKER | 28,807 |
| M P O'KANE | 19,013 |

- ON 20 FEBRUARY 2009 CONDITIONAL RIGHTS TO RECEIVE UP TO A SPECIFIED MAXIMUM NUMBER OF SHARES WERE GRANTED UNDER THE COMPANY'S PSP BY REFERENCE TO THE COMPANY'S PERFORMANCE OVER THE THREE YEAR PERIOD ENDING 31 DECEMBER 2011 AS FOLLOWS:

| NAME | MAXIMUM NO. OF SHARES OVER WHICH CONDITIONAL RIGHTS HAVE BEEN GRANTED |
|----------------------------|--|
| EXECUTIVE DIRECTORS | |
| C BELL | 667,272 |
| J P O'REILLY | 513,286 |
| A S ROSS | 283,180 |
| B G WALLACE | 507,537 |
| R J AMES | 282,307 |
| PDMRS | |
| M J NOBLE | 84,831 |
| B S TAKER | 280,449 |
| C PALMER | 179,650 |

- ON 24 FEBRUARY 2009 AWARDS OF SHARES WERE MADE UNDER THE COMPANY'S EXECUTIVE DEFERRED BONUS PLAN ("EDBP") AS PART OF THE BONUSES DUE IN RESPECT OF THE 2008 FINANCIAL YEAR AS FOLLOWS:

| NAME | NO. OF SHARES AWARDED | VESTING DATE |
|----------------------------|------------------------------|---------------------|
| EXECUTIVE DIRECTORS | | |
| C BELL | 187,101 | 24 FEBRUARY 2012 |
| J P O'REILLY | 138,734 | 24 FEBRUARY 2012 |
| A S ROSS | 69,985 | 24 FEBRUARY 2012 |
| B G WALLACE | 145,010 | 24 FEBRUARY 2012 |
| R J AMES | 36,736 | 24 FEBRUARY 2012 |
| PDMRS | | |
| M J NOBLE | 8,009 | 24 FEBRUARY 2012 |
| B S TAKER | 73,591 | 24 FEBRUARY 2012 |

■ FOLLOWING THESE TRANSACTIONS:

- MR BELL IS BENEFICIALLY INTERESTED IN 417,669 SHARES, HAS A TOTAL INTEREST UNDER THE EDBP IN 309,438 SHARES AND HAS AN INTEREST IN A MAXIMUM TOTAL OF 1,195,120 SHARES UNDER THE PSP OVER WHICH CONDITIONAL RIGHTS HAVE BEEN GRANTED.
- MR O'REILLY IS BENEFICIALLY INTERESTED IN 197,382 SHARES, HAS A TOTAL INTEREST UNDER THE EDBP IN 195,351 SHARES AND HAS AN INTEREST IN A MAXIMUM TOTAL OF 933,791 SHARES UNDER THE PSP OVER WHICH CONDITIONAL RIGHTS HAVE BEEN GRANTED.
- MR ROSS IS BENEFICIALLY INTERESTED IN 195,268 SHARES, HAS A TOTAL INTEREST UNDER THE EDBP IN 111,600 SHARES AND HAS AN INTEREST IN A MAXIMUM TOTAL OF 532,714 SHARES UNDER THE PSP OVER WHICH CONDITIONAL RIGHTS HAVE BEEN GRANTED.

- MR WALLACE IS BENEFICIALLY INTERESTED IN 38,302 SHARES, HAS A TOTAL INTEREST UNDER THE EDBP IN 206,975 SHARES AND HAS AN INTEREST IN A MAXIMUM TOTAL OF 954,784 SHARES UNDER THE PSP OVER WHICH CONDITIONAL RIGHTS HAVE BEEN GRANTED.
- MR AMES HAS A TOTAL INTEREST UNDER THE EDBP IN 52,110 SHARES AND HAS AN INTEREST IN A MAXIMUM TOTAL OF 427,523 SHARES UNDER THE PSP OVER WHICH CONDITIONAL RIGHTS HAVE BEEN GRANTED.
- MR NOBLE IS BENEFICIALLY INTERESTED IN 36,123 SHARES, HAS A TOTAL INTEREST UNDER THE EDBP IN 25,761 SHARES AND HAS AN INTEREST IN A MAXIMUM TOTAL OF 157,404 SHARES UNDER THE PSP OVER WHICH CONDITIONAL RIGHTS HAVE BEEN GRANTED.
- MR O'KANE IS BENEFICIALLY INTERESTED IN 55,578 SHARES AND HAS AN INTEREST IN A MAXIMUM TOTAL OF 50,477 SHARES UNDER THE PSP OVER WHICH CONDITIONAL RIGHTS HAVE BEEN GRANTED.
- MR TAKER IS BENEFICIALLY INTERESTED IN 44,156 SHARES, HAS A TOTAL INTEREST UNDER THE EDBP IN 118,075 SHARES AND HAS AN INTEREST IN A MAXIMUM TOTAL OF 520,379 SHARES UNDER THE PSP OVER WHICH CONDITIONAL RIGHTS HAVE BEEN GRANTED.
- MR PALMER HAS AN INTEREST IN A MAXIMUM TOTAL OF 179,650 SHARES UNDER THE PSP OVER WHICH CONDITIONAL RIGHTS HAVE BEEN GRANTED.

Ladbrokes^{PLC}

Ref: 82-1571

With Compliments

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