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COMPANIES ACT 1985 ("THE ACT")

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SECTION 198 NOTIFICATION

OFFICE OF INTERNATIONAL CORPORATE FINANCE

LADBROKES PLC ("THE COMPANY") RECEIVED NOTIFICATION ON 7 JULY 2006, PURSUANT TO PART VI OF THE ACT, FROM DEUTSCHE BANK AG ("DEUTSCHE") THAT AS AT 6 JULY 2006 THE INTERESTS OF DEUTSCHE AND ITS SUBSIDIARIES DECREASED TO 19,309,095 ORDINARY SHARES OF 28 1/2P EACH OF THE COMPANY, WHICH INTERESTS REPRESENT 3.09% OF THE ISSUED SHARE CAPITAL OF THE COMPANY.

SUPPL

PROCESSED

JUL 24 2006

THOMSON FINANCIAL

*Handwritten signature and date 7/24*

Ladbrokes<sup>PLC</sup>

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LADBROKES PLC HAS BEEN NOTIFIED BY MR J F JARVIS THAT ON HIS APPOINTMENT AS A DIRECTOR OF THE COMPANY ON 1 JULY 2006 HE HAD AN INTEREST IN 10,000 ORDINARY SHARES OF 28½P EACH OF THE COMPANY.

OTHER THAN MR JARVIS' DIRECTORSHIP OF JARVIS HOTELS LIMITED, THERE ARE NO DETAILS TO BE DISCLOSED IN RESPECT OF MR JARVIS PURSUANT TO LISTING RULE 9.6.13R.