

**William HILL**

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

4<sup>th</sup> October 2010



10016431

**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**

2010 OCT 13 A 8:21

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:

September 1<sup>st</sup>; 3<sup>rd</sup>; 6<sup>th</sup>; 10<sup>th</sup>; 24<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.

*dlr*  
*10/13*

**TELEPHONE BETTING**

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Credit **0800 289 892**

**INTERNET BETTING**

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On-line Casino  
[www.williamhill.co.uk](http://www.williamhill.co.uk)  
[wap.willhill.com/](http://wap.willhill.com/)  
[www.williamhillcasino.com](http://www.williamhillcasino.com)  
[www.williamhillpoker.com](http://www.williamhillpoker.com)

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Over 2100 shops throughout the UK  
& The Republic of Ireland.  
Customer Helpline **08705 18 17 15**

**Sue Adler**

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**From:** William Hill plc Email Alert [emailalert@hemscottbusiness.co.uk]

**Sent:** 01 September 2010 10:55

**To:** Sue Adler

**Subject:** Hemscott News Alert - William Hill PLC

RNS Number : 9603R

William Hill PLC

01 September 2010

RECEIVED

2010 OCT 13 A 8:27

1 September  
2010

**William Hill PLC (the "Company")**

**Total Voting Rights**

As at 1 September 2010 William Hill PLC has 701,249,844 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.

The Company also holds 396,356 ordinary shares in treasury and the voting rights of these treasury shares are automatically suspended.

The above figure of 701,249,844 may be used by shareholders to determine if they are required to notify their interest in, or a change to their interest in, William Hill PLC under the FSA's Disclosure and Transparency Rules.

Enquiries:

Dennis Read  
Deputy Company Secretary  
020 8918 3723

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

END

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To unsubscribe from alerts, please visit William Hill PLC's website.

**Sue Adler**

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**From:** William Hill plc Email Alert [emailalert@hemscottbusiness.co.uk]

**Sent:** 03 September 2010 11:11

**To:** Sue Adler

**Subject:** Hemscott News Alert - William Hill PLC

RNS Number : 1210S

William Hill PLC

03 September 2010

3 September 2010

**William Hill PLC**

**LR12.6.4 - Notification of Transfer of  
Shares out of Treasury**

William Hill PLC (the Company) announces that on 2 September 2010, 2,283 ordinary shares held by the Company in treasury (treasury shares) were transferred to employees of the Company in satisfaction of their options under the Company's Savings Related Share Option Plan 2002. The exercise price of these shares under option was 124 pence.

Following the above transfers of shares out of treasury, the Company has a total of 701,252,127 ordinary shares in issue, in addition 394,073 ordinary shares are held in treasury.

**Enquiries:**

Dennis Read  
Deputy Company Secretary  
020 8918 3723

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The company news service from the London Stock Exchange

END

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To unsubscribe from alerts, please visit William Hill PLC's website.

**Sue Adler****From:** William Hill plc Email Alert [emailalert@hemscottbusiness.co.uk]**Sent:** 06 September 2010 14:26**To:** Sue Adler**Subject:** Hemscott News Alert - William Hill PLC

RNS Number : 2193S

William Hill PLC

06 September 2010

The following notification was received on 31<sup>st</sup> August 2010 by William Hill PLC, relating to major interests in shares of William Hill PLC.

Dennis Read, Deputy Company Secretary  
6 September 2010

**TR-1: NOTIFICATION OF MAJOR INTEREST IN SHARES**

<b>1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached:</b>	William Hill PLC GB0031698896
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**2 Reason for the notification (please tick the appropriate box or boxes):**

An acquisition or disposal of voting rights

An acquisition or disposal of qualifying financial instruments which may result in the acquisition of shares already issued to which voting rights are attached

An acquisition or disposal of instruments with similar economic effect to qualifying financial instruments

An event changing the breakdown of voting rights

Other (please specify):

<b>3. Full name of person(s) subject to the notification obligation:</b>	UBS Global Asset Management (Entities)
<b>4. Full name of shareholder(s) (if different from 3.):</b>	CCR Asset Management UBS Global Asset Management (/) UBS Global Asset Management (/) UBS Global Asset Management (/) UBS Global Asset Management ( GmbH UBS Global Asset Management (L UBS Global Asset Management L
<b>5. Date of the transaction and date on which the threshold is crossed or reached:</b>	25 August 2010
<b>6. Date on which issuer notified:</b>	27 August 2010
<b>7. Threshold(s) that is/are crossed or reached:</b>	7%

**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
				Direct	Indirect	

GB0031698896	43,348,661	43,348,661	48,675,652	2,150,992	46,524,660	0.31%	6.63%
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<b>B: Qualifying Financial Instruments</b>				
Resulting situation after the triggering transaction				
Type of financial instrument	Expiration date	Exercise/ Conversion Period	Number of voting rights that may be acquired if the instrument is exercised/ converted.	% of voting rights
-	-	-	-	-

<b>C: Financial Instruments with similar economic effect to Qualifying Financial Instruments</b>						
Resulting situation after the triggering transaction						
Type of financial instrument	Exercise price	Expiration date	Exercise/ Conversion period	Number of voting rights instrument refers to	% of voting rights	
Equity Swaps/ CFD	1	31 Dec 2049	39 Years	462,027	Nominal	Delta
					0.07%	-

<b>Total (A+B+C)</b>	
Number of voting rights	Percentage of voting rights
49,137.679	7.01%

<b>9. Chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held, if applicable:</b>
CCR Asset Management - 314,888 - 0.04%
UBS Global Asset Management (Americas) Inc - 642,483 - 0.09%
UBS Global Asset Management (Australia) Ltd - 50,932 - 0.01%
UBS Global Asset Management (Canada) Co. - 32,040 - 0.00%
UBS Global Asset Management (Deutschland) GmbH - 339,200 - 0.05%
UBS Global Asset Management (UK) Limited - 45,607,144 - 6.51%
UBS Global Asset Management Life Limited - 2,150,992 - 0.31%

<b>Proxy Voting:</b>	
<b>10. Name of the proxy holder:</b>	UBS Global Asset Management on behalf of a number of clients
<b>11. Number of voting rights proxy holder will cease to hold:</b>	
<b>12. Date on which proxy holder will cease to hold voting rights:</b>	
<b>13. Additional information:</b>	
<b>14. Contact name and address:</b>	Brigitte Schwarz/Hendrik Marenbach
<b>15. Contact telephone number:</b>	+41 44 239 4386

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HOLZMGGFLFVZGGZM

06/09/2010

**Sue Adler**

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**From:** William Hill plc Email Alert [emailalert@hemscottbusiness.co.uk]

**Sent:** 10 September 2010 16:17

**To:** Sue Adler

**Subject:** Hemscott News Alert - William Hill PLC

RNS Number : 5245S

William Hill PLC

10 September 2010

10 September 2010

**William Hill PLC**

**LR12.6.4 - Notification of Transfer of  
Shares out of Treasury**

William Hill PLC (the Company) announces that on 10 September 2010, 284 ordinary shares held by the Company in treasury (treasury shares) were transferred to employees of the Company in satisfaction of their options under the Company's Savings Related Share Option Plan 2002. The exercise price of these shares under option was 124 pence.

Following the above transfers of shares out of treasury, the Company has a total of 701,252,411 ordinary shares in issue, in addition 393,789 ordinary shares are held in treasury.

**Enquiries:**

Dennis Read  
Deputy Company Secretary  
020 8918 3723



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To unsubscribe from alerts, please visit William Hill PLC's website.

**Sue Adler**

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**From:** William Hill plc Email Alert [emailalert@hemscottbusiness.co.uk]

**Sent:** 24 September 2010 14:54

**To:** Sue Adler

**Subject:** Hemscott News Alert - William Hill PLC

RNS Number : 2898T

William Hill PLC

24 September 2010

24 September 2010

**William Hill PLC**

**LR12.6.4 - Notification of Transfer of  
Shares out of Treasury**

William Hill PLC (the Company) announces that on 24 September 2010, 4,873 ordinary shares held by the Company in treasury (treasury shares) were transferred to employees of the Company in satisfaction of their options under the Company's Savings Related Share Option Plan 2002. The exercise price of these shares under option was 124 pence.

Following the above transfers of shares out of treasury, the Company has a total of 701,257,284 ordinary shares in issue, in addition 388,916 ordinary shares are held in treasury.

**Enquiries:**

Dennis Read  
Deputy Company Secretary  
020 8918 3723

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The company news service from the London Stock Exchange

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