

14 March 2007



MAMA Group plc ("the Company")

Holding in Company

MAMA Group plc announces that it has today received notification from Advance AIM Value Realisation Company Limited that Nortrust Nominees Limited holds a direct interest in 12,100,000 ordinary shares of 5p each, representing 3.12% of the total voting rights of the Company, and that Progressive AIM Realisation Limited is investment manager to Advance AIM Value Realisation Company Limited.