

**For filings with the FSA include the annex  
For filings with issuer exclude the annex**

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|---|
| <b>TR-1: Notifications of Major Interests in Shares</b> |
|---|

|  |   |
|--|---|
| <b>1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached:</b>                                    | <b>Mama Group Plc</b>                             |
| <b>2. Reason for notification (yes/no)</b>   |   |
| An acquisition or disposal of voting rights  | <b>Yes</b>  |
| An acquisition or disposal of financial instruments which may result in the acquisition of shares already issued to which voting rights are attached | <b>No</b>   |
| An event changing the breakdown of voting rights   | <b>No</b>   |
| Other (please specify): _____  | <b>No</b>   |
| <b>3. Full name of person(s) subject to notification obligation:</b>   | <b>Pacific Capital S.a.r.l</b>                    |
| <b>4. Full name of shareholder(s) (if different from 3):</b>   |   |
| <b>5. Date of transaction (and date on which the threshold is crossed or reached if different):</b>  | <b>24 June 2008</b>                               |
| <b>6. Date on which issuer notified:</b>   | <b>25 June 2008</b>                               |
| <b>7. Threshold(s) that is/are crossed or reached:</b>   | <b>11 per cent of voting rights of the issuer</b> |

| <b>8: Notified Details</b>  |  |                         |  |                         |          |                             |          |
|---|--|-------------------------|--|-------------------------|----------|-----------------------------|----------|
| <b>A: Voting rights attached to shares</b>  |  |                         |  |                         |          |                             |          |
| Class/type of shares<br>If possible use 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 |          | Percentage of voting rights |          |
|   |  |                         |  | Direct                  | Indirect | Direct                      | Indirect |
| <b>Situation previous to the triggering transaction</b><br><b>5p Ordinary shares</b><br><b>65,000,000 shares</b><br><b>65,000,000 voting rights</b>                   |  |                         |  |                         |          |                             |          |
| <b>Resulting situation after the triggering transaction</b><br><b>85,350,000 shares</b><br><b>85,350,000 voting rights (direct)</b><br><b>11.52% of voting rights</b> |  |                         |  |                         |          |                             |          |

| <b>B: Financial Instruments</b>                             |                 |                                  |   |                             |
|---|-----------------|----------------------------------|---|-----------------------------|
| <b>Resulting situation after the triggering transaction</b> |                 |                                  |   |                             |
| Type of financial instrument                                | Expiration date | Exercise/ conversion period/date | No. of voting rights that may be acquired (if the instrument exercised/converted) | Percentage of voting rights |
| N/A   |                 |                                  |   |                             |

| <b>Total (A+B)</b>      |                             |
|-------------------------|-----------------------------|
| Number of voting rights | Percentage of voting rights |
| <b>85,350,000</b>       | <b>11.52%</b>               |

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

**Proxy Voting:**

**10. Name of proxy holder:** N/A

**11. Number of voting rights proxy holder will cease to hold:** N/A

**12. Date on which proxy holder will cease to hold voting rights:** N/A

**13. Additional information:** N/A

**14 Contact name:** Cyrille Jeanney

**15. Contact telephone name:** Tel : +352 26 26 29 2546

*For notes on how to complete form TR-1 please see the FSA website.*