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26 October 2009

Press Release



### **SUCCESSFUL PLACING OF RUMP**

Ladbrokes plc (the "Company") announced previously that it has received valid acceptances in respect of 286,403,105 New Ordinary Shares, representing approximately 95 per cent. of the total number of New Ordinary Shares offered to Shareholders, pursuant to the 1 for 2 Rights Issue announced by the Company on 8 October 2009

Ladbrokes plc announces that, UBS Limited and Deutsche Bank AG, London Branch, acting as joint bookrunners, have procured subscribers for the New Ordinary Shares for which valid acceptances were not received, at a price of 136 pence per New Ordinary Share.

The net proceeds from the sale of these New Ordinary Shares, after deduction of the Issue Price of 95 pence per New Ordinary Share and relevant costs (including any related brokerage and commissions and amounts in respect of VAT which are not recoverable) will be paid to Qualifying Shareholders that have not taken up their entitlements, pro rata to their provisional allotments, save that individual amounts of less than £5.00 will not be so paid but retained for the Company's own benefit.

Defined terms used in this announcement shall have the same meanings as in the Prospectus relating to the Rights Issue dated 8 October 2009, unless the context requires otherwise.

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*This announcement is not a prospectus but an advertisement and investors should not acquire any Nil Paid Rights, Fully Paid Rights or New Ordinary Shares referred to in this announcement except on the basis of the information contained in the Prospectus published by the Company on 8 October 2009 in connection with the Rights Issue. Copies of the Prospectus are available on the Company's website at <http://investors.Ladbrokesplc.com/prospectus> and can be obtained on request from the offices of the Company's registrar, Computershare Investor Services PLC, at Corporate Actions Projects, Bristol BS99 6AH during normal business hours.*

*UBS Limited, Deutsche Bank AG, London Branch, Greenhill&Co. International LLP, Barclays Bank PLC, Lloyds TSB Bank Plc and RBS Hoare Govett Limited are each acting exclusively for the Company and for no-one else in connection with the Rights Issue and will not regard any other person (whether or not a recipient of this announcement) as a client in relation to the Rights Issue and will not be responsible to any person other than the Company for providing the protections afforded to their respective clients or for advising any such person on the Rights Issue or any other matter referred to herein.*

*Deutsche Bank AG London Branch is authorised under German Banking Law (competent authority: BaFin - Federal Financial Supervisory Authority) and authorised and subject to limited regulation by the Financial Services Authority. Details about the extent of Deutsche Bank AG, London Branch's authorisation and regulation by the Financial Services Authority are available on request.*

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