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26 October 2009

Press Release



RESULT OF RIGHTS ISSUE

Ladbroke's plc (the "Company") is pleased to announce 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.

In accordance with their underwriting obligations in respect of the Rights Issue, UBS Limited and Deutsche Bank AG, London Branch, acting as joint bookrunners, will use their reasonable endeavours to procure subscribers for the balance of New Ordinary Shares for which valid acceptances were not received. A further announcement as to the number of New Ordinary Shares for which subscribers have been procured will be made in due course.

It is expected that the New Ordinary Shares in uncertificated form will be credited to CREST accounts on or around 8.00 a.m. on 26 October 2009 and that definitive share certificates in respect of New Ordinary Shares in certificated form will be despatched to Shareholders by no later than 6 November 2009. It is expected that the New Ordinary Shares will commence trading fully paid on the London Stock Exchange plc's main market for listed securities on 26 October 2009.

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 has been issued by and is the sole responsibility of Ladbrokes plc.

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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This announcement does not constitute an offer for sale of securities of the Company in the United States, Australia, Canada, Japan or the Republic of South Africa. The Nil Paid Rights, Fully Paid Rights and the New Ordinary Shares have not been and will not be registered under the Securities Act, the laws of any state of the United States or the securities legislation of any province or territory of Australia, Canada, Japan or the Republic of South Africa and may not be offered, sold, taken up, exercised, resold, renounced, transferred or delivered, directly or indirectly, in or into the United States except pursuant to an applicable exemption from, or in a transaction not subject to, the registration requirements of the Securities Act and in compliance with any applicable securities laws of any state or other jurisdiction of the United States or into Australia, Canada, Japan or the Republic of South Africa except in compliance with applicable law. There will be no public offer in the United States, Australia, Canada, Japan or the Republic of South Africa. In addition, until 40 days after the commencement of the Rights Issue, an offer, sale or transfer of Nil Paid Rights, Fully Paid Rights or New Ordinary Shares within the United States by a dealer (whether or not participating in the Rights Issue) may violate the registration requirements of the Securities Act.

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