

For filings with the FSA include the annex

For filings with issuer exclude the annex

TR-1: NOTIFICATION OF MAJOR INTEREST IN SHARES¹

1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached: ⁱⁱ	STV Group plc
2 Reason for the notification (please tick the appropriate box or boxes):	
An acquisition or disposal of voting rights	Yes
An acquisition or disposal of qualifying financial instruments which may result in the acquisition of shares already issued to which voting rights are attached	n/a
An acquisition or disposal of instruments with similar economic effect to qualifying financial instruments	n/a
An event changing the breakdown of voting rights	n/a
Other (please specify):	n/a
3. Full name of person(s) subject to the notification obligation: ⁱⁱⁱ	UBS Global Asset Management (Traditional Entities)
4. Full name of shareholder(s) (if different from 3.): ^{iv}	UBS Global Asset Management (UK) Limited UBS Global Asset Management Life Limited UBS Global Asset Management (Americas) Inc
5. Date of the transaction and date on which the threshold is crossed or reached: ^v	01 March 2010
6. Date on which issuer notified:	03 March 2010
7. Threshold(s) that is/are crossed or reached: ^{vi, vii}	17%

8. Notified details:							
A: Voting rights attached to shares ^{viii, ix}							
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 voting rights ^x	
			Direct	Direct ^{xi}	Indirect ^{xii}	Direct	Indirect
GB00B3CX3644	6,533,199	6,533,199	6,169,444	198,734	5970,710	0.54%	16.26%

B: Qualifying Financial Instruments				
Resulting situation after the triggering transaction				
Type of financial instrument	Expiration date ^{xiii}	Exercise/ Conversion Period ^{xiv}	Number of voting rights that may be acquired if the instrument is exercised/ converted.	% of voting rights

C: Financial Instruments with similar economic effect to Qualifying Financial Instruments ^{xv, xvi}						
Resulting situation after the triggering transaction						
Type of financial instrument	Exercise price	Expiration date ^{xvii}	Exercise/ Conversion period ^{xviii}	Number of voting rights instrument refers to	% of voting rights ^{xix, xx}	
					Nominal	Delta

Total (A+B+C)	
Number of voting rights	Percentage of voting rights
6,169,444	16.80%

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

UBS Global Asset Management (UK) Ltd – 5,876,829 – 16.00%
UBS Global Asset Management Life Limited – 198,734 – 0.54%
UBS Global Asset Management (Americas) Inc – 93,881 – 0.26%

Proxy Voting:

10. Name of the proxy holder:	UBS Global Asset Management on behalf of a number of clients
11. Number of voting rights proxy holder will cease to hold:	
12. Date on which proxy holder will cease to hold voting rights:	

13. Additional information:	
14. Contact name:	Jane Tames, Company Secretary, STV Group plc
15. Contact telephone number:	0141 300 3074