

Annex DTR3

Notification of Transactions of Directors/Persons Discharging Managerial Responsibility and Connected Persons

All relevant boxes should be completed in block capital letters.

| | | | |
|-----|--|-----|--|
| 1. | Name of the issuer TELECOM PLUS PLC | 2. | State whether the notification relates to (i) a transaction notified in accordance with <i>DTR</i> 3.1.2 R, (ii) a disclosure made in accordance with LR 9.8.6R(1) or (iii) a disclosure made in accordance with section 793 of the Companies Act (2006). NOTIFICATION RELATES TO (i) |
| 3. | Name of person discharging managerial responsibilities/director KEITH STELLA | 4. | State whether notification relates to a person connected with a person discharging managerial responsibilities/director named in 3 and identify the connected person RELATES TO DIRECTOR NAMED IN 3 |
| 5. | Indicate whether the notification is in respect of a holding of the person referred to in 3 or 4 above or in respect of a non-beneficial interest IN RESPECT OF A HOLDING OF PERSON REFERRED TO IN 3 | 6. | Description of shares (including class), debentures or derivatives or financial instruments relating to shares ORDINARY SHARES OF 5 PENCE EACH |
| 7. | Name of registered shareholders(s) and, if more than one, the number of shares held by each of them MRS GILLIAN LISA STELLA | 8. | State the nature of the transaction ACQUISITION |
| 9. | Number of shares, debentures or financial instruments relating to shares acquired 4,372 ORDINARY SHARES | 10. | Percentage of issued class acquired (treasury shares of that class should not be taken into account when calculating percentage) 0.0064% |
| 11. | Number of shares, debentures or financial instruments relating to shares disposed N/A | 12. | Percentage of issued class disposed (treasury shares of that class should not be taken into account when calculating percentage) N/A |
| 13. | Price per share or value of transaction 299 PENCE | 14. | Date and place of transaction 31 MARCH 2010: LONDON |
| 15. | Total holding following notification and total percentage holding following notification (any treasury shares should not be taken into account when calculating percentage) 100,000 ORDINARY SHARES (0.1462%) | 16. | Date issuer informed of transaction 31 MARCH 2010 |

If a person discharging managerial responsibilities has been granted options by the issuer complete the following boxes

| | | | |
|-----|---|-----|--|
| 17. | Date of grant N/A | 18. | Period during which or date on which exercisable N/A |
| 19. | Total amount paid (if any) for grant of the option N/A | 20. | Description of shares or debentures involved (class and number) N/A |
| 21. | Exercise price (if fixed at time of grant) or indication that price is to be fixed at the time of exercise N/A | 22. | Total number of shares or debentures over which options held following notification N/A |
| 23. | Any additional information N/A | 24. | Name of contact and telephone number for queries DAVID BAXTER Tel: 020 8955 5000 |

Name of authorised official of issuer responsible for making notification: DAVID BAXTER

Date of notification: 31 MARCH 2010

Notes: This form is intended for use by an *issuer* to make a *RIS* notification required by *DTR 3.1.4*.

- (1) An *issuer* making a notification in respect of a transaction relating to the shares or debentures of the *issuer* should complete boxes 1 to 16, 23 and 24.
- (2) An *issuer* making a notification in respect of a derivative relating the shares of the *issuer* should complete boxes 1 to 4, 6, 8, 13, 14, 16, 23 and 24.
- (3) An *issuer* making a notification in respect of options granted to a *director/person discharging managerial responsibilities* should complete boxes 1 to 3 and 17 to 24.
- (4) An *issuer* making a notification in respect of a *financial instrument* relating to the shares of the *issuer* (other than a debenture) should complete boxes 1 to 4, 6, 8, 9, 11, 13, 14, 16, 23 and 24.