

TR-1(i): NOTIFICATION OF MAJOR INTERESTS IN SHARES

- 1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached (ii):**

Feedback Plc

- 2. Reason for the notification (please state Yes/No): ()**

An acquisition or disposal of voting rights: (X)

An acquisition or disposal of financial instruments which may result in the acquisition of shares already issued to which voting rights are attached: ()

An event changing the breakdown of voting rights: ()

Other (please specify): ()

- 3. Full name of person(s) subject to the notification obligation (iii):**

William Robert Ruffler

- 4. Full name of shareholder(s) (if different from 3.) (iv):**

N/A

5. Date of the transaction (and date on which the threshold is crossed or reached if different) ^(v):

3 July 2007

6. Date on which issuer notified:

17 July 2007

7. Threshold(s) that is/are crossed or reached:

9%

8. Notified details:

N/A

A: Voting rights attached to shares

Class/type of shares if possible using the ISIN CODE	Situation previous to the Triggering transaction (vi)	
	Number of shares	Number of voting Rights (viii)
Ordinary / GB0003340550	Nil	Nil

Resulting situation after the triggering transaction (vii)

Class/type of shares if possible using the ISIN CODE	Number of shares	Number of voting rights (ix)		% of voting rights	
	Direct	Direct (x)	Indirect (xi)	Direct	Indirect
Ordinary / GB0003340550	7,833,333	7,833,333		9.50	

B: Financial Instruments

Resulting situation after the triggering transaction (xii)

Type of financial instrument	Expiration Date (xiii)	Exercise/Conversion Period/ Date (xiv)	Number of voting rights that may be acquired if the instrument is exercised/ converted.	% of voting rights
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Total (A+B)

Number of voting rights	% of voting rights
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7,833,333	9.50
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9. Chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held, if applicable ^(xv):

Mrs M M V Ruffler 833,333 ordinary shares

Mr W R Ruffler 7,000,000 ordinary shares

Proxy Voting:

10. Name of the 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:

William Robert Ruffler

15. Contact telephone number:

01372 736700