

## Regulatory Announcement

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Company	Totally PLC
TIDM	TLY
Headline	Director/PDMR Shareholding
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30 March 2007

### Totally Plc

('Totally' or 'the Company')

#### Director's shareholding

The Company announces that it has received notification that Dr Michael Sinclair, Chairman of the Company, yesterday purchased 400,000 ordinary shares in the Company at 3.5p each, equivalent to 0.44 per cent. of the issued voting share capital of Totally. Following the purchase, Dr Sinclair holds 14,259,791 ordinary shares in the Company, equivalent to 15.80 per cent. of the issued voting share capital of Totally, which will equate to 12.68 per cent. of the enlarged issued share capital following the recent placing, which was announced on 29 March 2007. Dr Sinclair's holding is held by him personally and by Sinclair Montrose Trust Limited. Sinclair Montrose Trust Limited is a company in which Dr MJ Sinclair and his immediate family have a controlling interest.

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