

TR-1: NOTIFICATION OF MAJOR INTEREST IN SHARES

1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached:	International Personal Finance plc
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2 Reason for the notification (please tick the appropriate box or boxes):	
An acquisition or disposal of voting rights	√
An acquisition or disposal of qualifying financial instruments which may result in the acquisition of shares already issued to which voting rights are attached	
An acquisition or disposal of instruments with similar economic effect to qualifying financial instruments	
An event changing the breakdown of voting rights	
Other (please specify):	

3. Full name of person(s) subject to the notification obligation:	FIL Limited
4. Full name of shareholder(s) (if different from 3.):	See attached schedule
5. Date of the transaction and date on which the threshold is crossed or reached:	22 December 2010
6. Date on which issuer notified:	23 December 2010
7. Threshold(s) that is/are crossed or reached:	5%

8. Notified details:							
A: Voting rights attached to shares							
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	
			Direct	Direct	Indirect	Direct	Indirect
GB00B1YKG049	12,842,999	12,842,999	12,916,253		12,916,253		5.02

B: Qualifying Financial Instruments				
Resulting situation after the triggering transaction				
Type of financial instrument	Expiration date	Exercise/ Conversion Period	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						
Resulting situation after the triggering transaction						
Type of financial instrument	Exercise price	Expiration date	Exercise/ Conversion period	Number of voting rights instrument refers to	% of voting rights	
					Nominal	Delta

Total (A+B+C)	
Number of voting rights	Percentage of voting rights
12,916,253	5.02%

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

See attached schedule

Proxy Voting:

10. Name of the proxy holder:	FIL Limited
11. Number of voting rights proxy holder will cease to hold:	73,254
12. Date on which proxy holder will cease to hold voting rights:	22 December 2010
13. Additional information:	None
14. Contact name:	Susan Tudor-Coulson
15. Contact telephone number:	0113 283 6868

SCHEDULE FOR FIL

FMR

Issuer name: International Personal Finance plc

Current ownership percentage: 5.02%

Total shares held: 12,916,253

Issued share capital: 257,217,888

	Shares Held	Nominee	Management Company
FIL Limited (FIL) is the parent holding company for various direct and indirect subsidiaries, including FIL Fund Management Limited (FFML), FIL Investment Services Ltd (FISL), FIL Gestion (FIGEST), FIL Asset Management (Korea) Limited (FIAKL), FIL Investments Management (Hong Kong) Limited (FIMHK), FIL Pension Management (FPM), Fidelity Investments Japan (FIJ) and FIL Investments International (FII), investment managers for various non-US investment companies and institutional clients.	173,200	Bank of New York Brussels	FPM
	9,680,433	Brown Bros Harrimn Ltd Lux	FIL
	152,500	Brown Brothers Harriman and Co	FIJ
	703,599	JP Morgan, Bournemouth	FIL
	310,845	JP Morgan, Bournemouth	FISL
	10,924	Nomura Trust and Banking	FIJ
	243,900	Northern Trust London	FPM
	445,404	Kookmin Bank	FIL
	643,070	KAS Bank NV (s)	FIL
	10,132	Brown Bros Harrimn Ltd Lux (c)	FIL
542,248	JP Morgan, Bournemouth (c)	FIL	