

TR-1: NOTIFICATIONS OF MAJOR INTERESTS IN SHARES**1: Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached:**

International Personal Finance plc

2: Reason for notification (yes/no)

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

no

An acquisition or disposal of instruments with similar economic effect to qualifying financial instruments

no

An event changing the breakdown of voting rights

no

Other (please specify):

no

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

Standard Life Investments Ltd

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

Vidacos Nominees

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

21 March 2011

6. Date on which issuer notified:

22 March 2011

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

6%

8: Notified Details						
A: Voting rights attached to shares						
Class/type of share If possible use ISIN code		GB00B1YKG049				
Situation previous to the triggering transaction						
Number of shares		Number of voting rights				
15,409,906		15,409,906				
Resulting situation after the triggering transaction						
Number of shares	Number of voting rights		Percentage of voting rights			
	Direct	Indirect	Direct	Indirect		
15,486,752	8,474,289	7,012,463	3.295%	2.726%		
B: Qualifying Financial Instruments						
Resulting situation after the triggering transaction						
Type of financial instrument	Expiration date	Exercise/ conversion period/date	No. of voting rights that may be acquired (if the instrument exercised/converted)	Percentage 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		
15,486,752				6.021%		

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

Proxy Voting:

10. Name of the proxy holder:

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:

Susan Tudor-Coulson

15. Contact telephone number:

0113 285 6868