TR-1: NOTIFICATION OF MAJOR INTEREST IN SHARES

1. Identity of the issuer or the underlying is of existing shares to which voting rights are attached:		AI	DAMS PLC				
2 Reason for the notification (please tick the	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							
An event changing the breakdown of voting rights							
Other (please specify):							
3. Full name of person(s) subject to the notification obligation: iii	CHRISTOPHER ATUR POTTS						
4. Full name of shareholder(s) (if different from 3.):iv							
5. Date of the transaction and date on which the threshold is crossed or reached: [∨]	20 January 2014						
6. Date on which issuer notified:	20 January 2014						
7. Threshold(s) that is/are crossed or reached: vi, vii			Below 3%				

8. Notified details:							
A: Voting rights attached to shares viii, ix							
Class/type of shares	Situation previous to the triggering transaction		Resulting situation after the triggering transaction				
if possible using the ISIN CODE of		Number of	Number of shares	Number of voting rights		% of voting rights ^x	
	Shares	Voting Rights	Direct	Direct xi	Indirect xii	Direct	Indirect
IM00B986V543	4,510,219	19.5%	0	0		0%	

B: Qualifying Financial Instruments						
Resulting situation after the triggering transaction						
Type of financial instrument	Expiration date xiii	Exercise/ Conversion Period xiv	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 xv, xvi						
Resulting situation after the triggering transaction						
Type of financial instrument	Exercise price	Expiration date xvii	Exercise/ Conversion period xviii	Number of voting rights instrument refers to	% of voting rights xix,	
					Nominal	Delta

Total (A+B+C)				
Number of voting rights	Percentage of voting rights			
0	0%			

9. Chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held, if applicable: xxi			
Proxy Voting:			
10. Name of the proxy holder:			
11. Number of voting rights proxy holder will to hold:	l cease		
12. Date on which proxy holder will cease to voting rights:	hold		
	<u>'</u>		
13. Additional information:			
14. Contact name:		WH Ireland	
15. Contact telephone number:		0161 832 2174	
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