

3rd December 2007

Land of Leather Holdings plc

PDMR Shareholding

Land of Leather Holdings plc, the UK's only national retailer which specialises in leather sofas, granted on 30th November 2007 the following conditional awards of fully paid ordinary shares in the Company under the Land of Leather Performance Share Plan: Paul Briant 176,294; Clive Hatchard, Steve Jenkins and Peter Ling 132,220 each; Steve Dowdall 104,307; and Brian Neilly 61,703.

These are the first awards or options granted to these participants, the awards have been granted at nil-cost to the participants and the awards will be released on 30th November 2010 subject to each participant accepting the grant, being employed on the date of release and to the Company achieving the performance condition set out in the notice of the Annual General Meeting held on 22nd November 2007 at which the Performance Share Plan was approved by shareholders.

Enquires concerning this announcement can be directed to Adrian Goodenough, Company Secretary (Telephone 01474 322277 / Facsimile 01474 360428 / E-mail cosec@landofleather.net)