

25 July 2008

FirstGroup plc

**Notification of transactions of directors/persons discharging managerial responsibility
("PDMR")**

Grant of options under the FirstGroup plc Long Term Incentive Plan ("LTIP")

FirstGroup plc (the "Company") announces that the following Directors and PDMRs of the Company were awarded nil cost option awards over the Company's ordinary shares of 5 pence under the LTIP which were formally granted to each of them on 10 July 2008.

Name	Position	LTIP Number of share awards
Sir Moir Lockhead	Director	174,033
Sidney Barrie	Director	86,445
Dean Finch	Director	102,659
David Leeder	Director	87,687
Rachael Borthwick	PDMR	25,719
Clive Burrows	PDMR	30,226
Nick Chevis	PDMR	75,014
John Evans	PDMR	21,051
Andrew Haines	PDMR	72,013
Paul Moore	PDMR	26,530
Michael Murray	PDMR	63,590
Nicola Shaw	PDMR	72,013
Carey Paster	PDMR	73,942
Louise Ruppel	PDMR	27,588

The awards under the LTIP will vest at the end of the three year performance period subject to the satisfaction of twin performance conditions relating to absolute growth in the Company's earnings per share ("EPS") and total shareholder return ("TSR") against an appropriate comparator group over three years and provided the executive remains in employment. The scheme and the performance conditions are more fully described in the Notice of Annual General Meeting 2008, a copy can be accessed online at www.firstgroup.com.

The transaction took place at 395 King Street, Aberdeen AB24 5RP.

This announcement is made following notifications under the Disclosure Rule 3.1.2.

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