

Date: 15th August 2007
On behalf of: Digital Marketing Group plc (the 'Company' or the 'Group')
Immediate Release

Digital Marketing Group plc Launch of New Digital Communication Division, "Noize"

Digital Marketing Group plc (AIM: DIGI), the digital direct marketing specialists, is pleased to announce the launch of its new online PR division - Noize.

Noize will focus on the monitoring, analysis and development of online brand reputations to enable brands to engage effectively with online audiences. The new division will combine the collective, industry-acknowledged expertise in digital media and the talents of its award-winning on and offline PR team. The division will integrate the skills of Cheeze, one of the UK's leading experts in social networking and Web 2.0 with the online and PR skills of Inbox Digital, Dig for Fire, and Hyperlaunch. The division will be headed by Jamie Riddell, Director of Cheeze.

Commenting on the launch, Ben Langdon, Chief Executive of Digital Marketing Group plc, said:

"In addition to our acquisition-led strategy we have always been committed to creating new revenue streams organically through the integration of existing skills and resources in our group. Noize is the perfect example of this – a new division where the combination of the existing skills of Cheeze, Inbox Digital, Dig for Fire and Hyperlaunch will create a powerful force in online brand reputation. This is a hugely exciting development and demonstrates the possibilities that exist in a uniquely collaborative and integrated group such as ours."

- Ends -

Enquiries:

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- For more information on Noize please visit www.noizedigital.com or telephone 01473 236 892.

Notes to Editors:

- Digital Marketing Group is not a “marketing services” group and will never seek to make investments in traditional marketing services such as mass-market advertising agencies, packaging, design, or sales promotion.
- Digital Marketing Group plans, creates and executes communications across digital and direct media channels. By coupling this with database marketing skills the Group produces more effective digital direct marketing, higher brand-consumer loyalty and improved profitability for its clients.
- Its strategy is to grow organically and by acquiring businesses with complementary skills in digital direct marketing.
- Digital Marketing Group employs over 500 people with a market capitalisation of £76.23m (as at close of day 13/08/07).
- Inbox Digital has enjoyed industry wide recognition having won the Games Category at the NMA Effectiveness Awards 2007 for their online game, ‘Viva la volley’. Stan James commissioned Inbox Digital to create an online game to promote its betting services during the 2006 FIFA World Cup. The Awards were announced on Thursday 28th June 2007.
- Graphico won the Travel Category at the NMA Effectiveness Awards 2007 for the First Great Western consumer-facing website. Graphico created a seamless online journey from route planning to ticket sales, integrating third-party information to create a destination site.

The Group currently comprises seven complementary agencies:

- ☛ ***Inbox Digital*** – plans, creates and manages end-to-end digital marketing campaigns. Further information is available at: www.inbox.co.uk
- ☛ ***Dig for Fire*** – the largest direct marketing agency operating exclusively outside London. Further information is available at: www.digforfire.co.uk
- ☛ ***HSM*** – combines outbound telemarketing, with digital and data marketing. Further information is available at: www.hsm.co.uk
- ☛ ***Cheeze*** – one of Europe’s leading digital response agencies and the UK’s fifth largest search marketing specialist. Further information is available at: www.cheeze.com
- ☛ ***Jaywing*** – a leading UK data services specialist providing both online and offline data and information services. Further information is available at: www.jaywing.com
- ☛ ***Graphico*** – a successful full service creative digital agency with skills in mobile marketing. Graphico has a team of 70 people and is a member of the Direct Marketing Association and Mobile Data Association. Further information is available at: www.graphico.co.uk
- ☛ ***Hyperlaunch*** – an award winning digital creative marketing agency, specialising in the media and entertainment sector. Further information is available at: www.hyperlaunch.com