

Date: 5th September 2007
On behalf of: Digital Marketing Group plc (“the Company”)
Embargoed until: 0700hrs

Digital Marketing Group Directorate Change

Digital Marketing Group plc (AIM: DIGI), the digital direct marketing specialists, confirms that following the announcement on 27th June 2007 of the appointment of Sarah Guest as Group Finance Director and Company Secretary, Sarah has today formally assumed these roles and has been appointed to the Board.

Sarah, 32, is a qualified Chartered Accountant (ACA). Her previous roles included the UK Financial Controller at George Wimpey Plc and prior to this, she worked at Clear Channel Entertainment (CCE) as European Director of Accounting and Control and UK Financial Controller. Sarah has over seven years of financial experience post ACA qualification and has a broad range of financial accounting experience from UK GAAP, IFRS & US GAAP. She trained and qualified at Ernst & Young LLP.

As previously announced, Robert Millington remains with the Company until the end of September to assist in the handover to Sarah.

There are no further disclosures to be made under Schedule 2, paragraph (g) of the AIM rules.

-Ends-

Enquiries:

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Redleaf Communications	
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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 4th September 2007).
- 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