

Date: 10 October 2007  
On behalf of: Digital Marketing Group plc (“the Company” or “the Group”)  
Embargoed until: 0700hrs

## Digital Marketing Group plc Trading Update

Digital Marketing Group plc (AIM: DIGI), the digital direct marketing specialist, is pleased to announce that the outlook for its six months results to September 2007 is in line with expectations and that the Group remains confident of sustaining high levels of organic growth.

The Company has been successful in bringing together the expertise and network of the Group companies resulting in a stream of new accounts from cross referrals and joint pitches and in the development of new business areas.

Operational highlights:

- Significant wins in the form of new business from Bank of Scotland, Bacardi-Martini, Audi-VW, Carlsberg, Transform Medical Group, The AA, Blackberry, and Liverpool & Victoria amongst others
- The Group was awarded ***‘Digital Direct Marketing Services Supplier of the Year’*** award at the Connect Awards 2007 (October 2007)
- Graphico client [www.slicethepie.com](http://www.slicethepie.com), was awarded ***‘Best Innovation’*** award at the BT Digital Music Awards (October 2007)
- Hyperlaunch client [www.keanemusic.com](http://www.keanemusic.com) won ***‘Best Official Music Site’***, voted by the public, at the BT Digital Music Awards (October 2007)
- Graphico was voted 6<sup>th</sup> most respected agency in the UK by its peers (New Media Age, Top 100 Interactive Agencies 2007) and the only one among them based outside London. (August 2007)
- The Company launched Noize, a new online PR division. Noize will focus on the monitoring, analysis and development of online brand reputations to enable brands to engage effectively with online audiences (July 2007)
- Inbox Digital enjoyed industry wide recognition having won the Games Category at the New Media Age Effectiveness Awards 2007 for their online game, ‘Viva la volley’ for Stan James bookmakers. (June 2007). Further information is available at [www.inbox.co.uk](http://www.inbox.co.uk).

- Graphico won the Travel Category at the New Media Age Effectiveness Awards 2007 for the First Great Western consumer-facing website (June 2007). Further information is available at [www.graphico.co.uk](http://www.graphico.co.uk).

The Board is pleased with the significant progress the Group has made during the period and expects to announce its interim results on 10<sup>th</sup> December 2007.

- Ends -

### Enquiries:

<b>Digital Marketing Group plc</b>	<a href="http://www.digitalmarketinggroup.co.uk">www.digitalmarketinggroup.co.uk</a>
Ben Langdon, Chief Executive	via Redleaf Communications
<b>Redleaf Communications</b>	
Emma Kane/Sanna Lehtinen/Tom Newman	Tel: 020 7822 0200

### 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 £78.50m (as at close of day 9<sup>th</sup> October 2007).
- 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](http://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](http://www.digforfire.co.uk)
  - **HSM** – combines outbound telemarketing, with digital and data marketing. Further information is available at: [www.hsm.co.uk](http://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](http://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](http://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](http://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](http://www.hyperlaunch.com)