

Date: 20 November 2007  
On behalf of: Digital Marketing Group plc (“the Company” or “the Group”)  
Immediate Release

## Digital Marketing Group plc Issue of Equity

Digital Marketing Group plc (AIM: DIGI), the digital direct marketing specialist, has applied to AIM for admission of both 43,860 ordinary shares of 50p each (“Ordinary Shares”) to be issued pursuant to an exercise of options in the Company’s share capital and 387,532 Ordinary Shares to be issued pursuant to the terms of the acquisition of Hyperlaunch, announced on 2 July 2007. Admission is expected to become effective on 21 November 2007.

The total number of voting Ordinary Shares in issue immediately following these issuances will be 65,309,782.

**- 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 channels using the principles of direct and database marketing. Digital Marketing Group offers clients the ability to coordinate their "online" and "offline" direct marketing strategy, thereby generating more effective digital direct marketing, higher brand-consumer loyalty and improved profitability.
- 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 £77.20m (as at close of day 20 November 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)