

Date: 28 April 2008  
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 it will report profit before tax ahead of market expectations for the year ended 31 March 2008. This is partially driven by the success of its strategy to promote cross referrals across the Group's businesses.

The Company has had a strong start to 2008 with significant new business wins, nomination for industry awards and growing recognition in the market.

- New business wins from clients that include Mothercare, Woolworths, Canterbury of New Zealand, Kaupthing Edge, CrossCountry Trains, Taptu, Canvas Holidays and Monilink amongst others.
- Graphico nominated for ‘Agency of the Year’ at the prestigious Revolution Awards in addition to winning the ‘UK’s Best Website’ award for [www.slicethepie.com](http://www.slicethepie.com) (March 2008).
- Inbox nominated in the ‘Technology and Telecoms’ category at the Revolution Awards for their multi-award winning Logitech campaign (March 2008).
- Graphico awarded an Honoree WEBBY award, the leading international award honoring excellence on the Internet, for the music industry website [www.slicethepie.com](http://www.slicethepie.com) (April 2008).
- Exhibition debut at this year’s International Direct Marketing Fair (IDMF) from 29th April to 1st May at Earls Court, London, showcasing its ‘Digital Brain’ product.

The Board is extremely pleased with the continued progress of the Group and remains confident that it can sustain high levels of organic growth in 2008/09. The Group will announce Preliminary Results for the year ended 31 March 2008 on 2 July 2008.

- Ends -

### Enquiries:

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<b>Cenkos Securities</b>	

## Notes to Editors:

- Digital Marketing Group (AIM: DIGI) listed on AIM in October 2006, employs over 550 people and has a market capitalisation of over £50m.
- Digital Marketing Group is a digital communications group that uses the principles of direct marketing to inform everything that it does.
- Digital Marketing Group is not a marketing services group. It is a specialist in digital communications and underpins its expertise with some of the best direct and data marketing people in the UK.
- Digital Marketing Group is the 4th biggest digital marketing business in the UK (Campaign Magazine 2007).
- The Group believes that the boundaries between digital and direct marketing are now blurred and that “Good digital marketing is good direct marketing”.
- At the heart of the company is Digital Brain - a process which enables the real time integration of “digital, direct and data”. This helps create unique contact strategies for each individual based on their historical data and real time interactions regardless of channel.

Digital Marketing Group's development strategy consists of three key elements:

- "buy and build" - through the acquisition of a number of well run and profitable businesses with complementary skills in digital direct marketing;
- "organic growth" - driven by the inherent growth within the acquired businesses and the application of a group business development programme; and
- the creation of new businesses from within the existing talents and resources of the group.

Each of Digital Marketing Group's seven businesses operates within one of its three business segments:

### 1. Online Marketing and Media

- **Graphico** – a full service creative digital agency nominated for “2007 Agency of the Year” by Revolution magazine 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)
- **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)
- **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)

- **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)

## 2. Data

- **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)

## 3. Direct Marketing

- **HSM** – combines outbound telemarketing, with digital and data marketing. Further information is available at: [www.hsm.co.uk](http://www.hsm.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)

Publication quality photographs are available via Redleaf Communications.