

Date: 8 August 2008  
On behalf of: Digital Marketing Group plc (“the Company” or “the Group”)  
Embargoed until: 0700hrs

## **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 1,182,100 Ordinary Shares to be issued pursuant to the terms of the acquisition of Graphico New Media Limited, announced on 2 July 2007. Admission is expected to become effective on 12 August 2008.

The total number of voting Ordinary Shares in issue immediately following these issuances will be 67,628,520.

- 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/Tom Newman/Kathryn Hurford	Tel: 020 7822 0200
	DMG@Redleafpr.com
<b>Cenkos Securities</b>	
Ivonne Cantu	Tel: 0207 397 8900

### **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.