

Date: 5 September 2008
On behalf of: Digital Marketing Group plc (“the Company” or “the Group”)

Digital Marketing Group plc AGM Statement

At the Annual General Meeting of Digital Marketing Group plc (AIM: DIGI), the digital direct marketing specialist, being held this morning, Chairman Stephen Davidson will make the following statement:

“I am pleased to announce that the Group’s management accounts confirm that trading for the first five months of the current financial year is consistent with our full year forecasts. We remain confident of achieving our forecasts through a combination of high levels of organic growth and cross referrals across the Group. In the year to date, cross referrals represent nearly 12% of the Group’s gross profits. The Group has also settled the final Cheeze and Graphico earn out liabilities through the issue of cash and shares whilst continuing to maintain significant headroom in all our banking covenants.

Digital Marketing Group has had a good start to the financial year with significant new business wins which include Mothercare, Thomas Cook Financial Services, St Andrews Healthcare, and Danone. The Group also continues to attract industry recognition, having received seven nominations for the 2008 Connect Awards, more than any other entrant, including ‘DM Business Person of the Year’ for Ben Langdon, Chief Executive.

The Board is extremely pleased with the continued progress of the Group and expects to announce its interim results on 24 November 2008.”

- Ends -

Enquiries:

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Notes to Editors:

- Digital Marketing Group (AIM: DIGI) listed on AIM in October 2006, employs over 500 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:

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

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

1. Online Marketing and Media

- **Graphico** – a full service creative digital agency nominated for “Agency of the Year” in 2008 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
- **Inbox Digital** – plans, creates and manages end-to-end digital marketing campaigns. Further information is available at: 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
- **Cheeze** – one of Europe's leading digital response agencies and a top 10 search marketing specialist. Further information is available at: 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

3. Direct Marketing

- **HSM** – combines outbound telemarketing, with digital and data marketing. Further information is available at: 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

Publication quality photographs are available via Redleaf Communications.