

Date: 3 October 2008
On behalf of: Digital Marketing Group plc (“DMG”, “the Company” or “the Group”)
Embargoed until: 0700hrs

Performance Incentive Scheme and Contingent Issuance of Shares

Digital Marketing Group (AIM: DIGI), the digital direct marketing specialist, announces that it has put in place a performance scheme for the key managers of its newly acquired business, Cybercom. Under the terms of the scheme Digital Marketing Group may pay up to £600,000 for the six month period ending 31 March 2009 and up to £2.4m for the year ending 31 March 2010 subject to certain performance criteria relating to the delivery of EBIT targets. Payments due to managers under the scheme may be satisfied by shares, cash or a combination of both, at DMG’s discretion.

- Ends -

Enquiries:

Digital Marketing Group plc	www.digitalmarketinggroup.co.uk
Ben Langdon, Chief Executive	via Redleaf Communications
Redleaf Communications	
Emma Kane/Tom Newman/Kathryn Hurford	Tel: 020 7822 0200
	DMG@Redleafpr.com
Cenkos Securities	
Ivonne Cantu/Julian Morse	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. Its philosophy is that “Good digital marketing is good direct marketing”.
- Digital Marketing Group is the 3rd biggest digital marketing agency in the UK (NMA Magazine Sep 2008).
- 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.

- 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
- "buy and build" - through the acquisition of a number of well run and profitable businesses with complementary skills in digital direct marketing and;
- the creation of new businesses from within the existing talents and resources of the group.

Digital Marketing Group has three business segments:

1. Online Marketing and Media

- The online marketing and media segment is the company's largest segment and employs over 250 staff in offices across the UK.
- The segment offers clients an integrated package of online marketing and media services including PPC, SEO, Web design and build, E-commerce, Online PR, Social Media, Online Brand Consultancy, CRM, E-CRM, Viral Marketing, Online advertising, Online media planning and buying, Mobile marketing. These services are integrated with the other services in the group through Digital Brain.

2. Data Services

- Data services and consulting are provided by Jaywing, employing 100 consultants in online and offline data and information services, delivered and integrated with other services in the group via Digital Brain.

3. Direct Marketing

- The direct marketing segment develops and executes direct marketing campaigns through voice channels as well as offline and online media. These campaigns are based on highly targeted customer information and dynamic data management and are integrated through the use of Digital Brain. The direct marketing segment employs nearly 200 people.