

Date: 24 November 2008
On behalf of: Digital Marketing Group plc (“DMG”, “the Group” or “the Company”)
Embargoed for: 0700hrs

Directorate Change

The board of directors of Digital Marketing Group plc (AIM: DIGI), the AIM-listed digital direct marketing specialist, announces that Gary Stevens has decided to step down from the board with immediate effect.

Gary will continue in his capacity as CEO of DMG subsidiary HSM until the end of March 2009, following which it is intended that he will retain a role with DMG as a strategic consultant with a view to establishing new digital revenue streams for the business. Helena Stevens has decided to retire as Managing Director of HSM at the end of March 2009 and continue to work with DMG as a telemarketing consultant.

Following the acquisition of Gasbox in October 2008 Digital Marketing Group has now decided to formalise its integration with HSM under the leadership of Chris Hancock. Hancock, currently Managing Director of Gasbox will become CEO of the new integrated business from 1 April 2009.

Commenting on the changes, Ben Langdon, CEO of DMG said: “Gary’s decision to step down and the addition of Gasbox to the Group give us the opportunity to integrate Gasbox’s business with HSM and create a single, powerful consumer and business-to-business voice marketing company. In a consultancy role, Gary will return to his digital roots and we look forward to working with him in the future. I would like to thank both Gary and Helena for their hard work and dedication to DMG”.

Gary Stevens added: “These changes will allow me the freedom to return to the pure play digital arena to explore new areas. Eight years ago I created Inbox Digital which is now a core part of DMG and I look forward to helping the Group develop new ideas in the digital space. I am really passionate about DMG and proud that we’ve rapidly grown to become the UK’s third largest digital agency. I hope to help it become even bigger and even better.”