

Date: 5 January 2009
On behalf of: Digital Marketing Group plc ("DMG", "the Group" or "the Company")
Embargoed for: 0700hrs

Digital Marketing Group plc Appointment of Finance Director and Company Secretary

The Board of Directors of Digital Marketing Group plc (AIM: DIGI), the AIM-listed digital direct marketing specialist, is pleased to announce the appointment of Gregory Leslie John Minns ("Greg") as the Group's Finance Director and Company Secretary. Greg joins the Company on 5th January 2009 and it is expected that Greg will be appointed to the Board of the Company in due course.

Greg, age 43, is a highly experienced finance director with over 14 years' experience. He was previously the group finance director of Vividas Group Plc, a software services company. During his two years at Vividas Group plc, he was responsible for managing the group's finance functions across Europe, USA and Asia Pacific and driving the development of leading video streaming technology over the internet. Prior to this, he held various interim finance director and transaction facilitating positions at organisations such as Planit Holdings plc, Azzurri Communications Limited and WIN plc. Between 2000 and 2003 he was the Managing Director and Finance Director of Valetmatic Limited. His first role as finance director, between 1997 and 1999, was with Interquad Group which he joined from Furniture Village PLC where he was financial controller. Greg is ACA qualified and trained at Horwath Clark Whitehill where he spent eight years.

Sarah Guest, the Group's current Finance Director, will remain with the Group until 1 March 2009 to ensure an effective handover, and leaves to pursue other interests.

Commenting on the appointment, Stephen Davidson, Chairman of DMG, said:

"We are delighted to welcome Greg to DMG. He has a wealth of experience and expertise which will be invaluable and we look forward to working with him at this exciting stage of the Group's development. On behalf of my fellow directors, I would like to thank Sarah for the contribution she has made since she joined and to wish her every success with her future endeavours."

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Notes to Editors:

- Digital Marketing Group (AIM: DIGI) listed on AIM in October 2006, employs over 650 people and has a market capitalisation of circa £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 revenue streams from within the existing talents and resources of the group.

Digital Marketing Group operates three business segments:

1. Online Marketing and Media

- The online marketing and media segment is the company's largest segment and employs over 200 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, and 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 over 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 over 300 people.

Publication quality photographs are available via Redleaf Communications.