

Date: 23 June 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

Digital Marketing Group plc (AIM: DIGI), the AIM-listed digital marketing specialist, is delighted to announce the appointment of Keith Sadler as a director of the Group and as its new Finance Director and Company Secretary. Keith will join the Group on 29 June 2009.

Keith, aged 50, has over 17 years' experience at board level for both AIM and fully listed media companies, most recently as Group Finance Director and Chief Executive of SPG Media Group Plc.

Having qualified as a Chartered Accountant in 1985, Keith spent nine years in practice before joining Mirror Group Newspapers in 1991, becoming Head of The Internal Audit and Operational Review upon the death of Robert Maxwell.

In 1993, Keith joined Bristol United Press Group Plc, a quoted regional newspaper group as Group Finance Director, and subsequently joined News Communications & Media Plc, as Group Finance Director in 1999. In 2000, Keith was instrumental in negotiating the sale of Newscom to Gannett Co., Inc. for £500m, at which point he joined regional radio operator The Wireless Group as Chief Financial Officer. In 2005, Keith led negotiations of the sale of The Wireless Group to Ulster Television for £100m at which point he joined SPG Media Group. As Group Finance Director then Chief Executive Keith was responsible for the successful restructuring and sale of the business.

Keith will replace Greg Minns who joined the Company in January and performed the role of Finance Director and Company Secretary during the interim period. Greg will be leaving the company in mid September having performed a handover to Keith.

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

"Having worked with Keith at SPG, I know his capabilities first hand and am delighted that he is joining DMG.. He has exceptional experience as a plc board director and financial and operating executive in the media sector. His arrival will strengthen the Board and complement Ben Langdon's outstanding leadership."

The companies of which Keith Sadler has been a director of over the past five years are as follows:

Creating a Line Media Limited*

SPG Media Group plc

The Wireless Group plc

- Wave 102 FM Limited

- TWG Impact limited

- talkSPORT Limited

- Wire FM (1997) Limited

- TWG Payments Limited
- Imagine FM Limited
- Pulse FM Limited
- Talk Radio UK Limited
- Off The Telly Productions Limited
- Newstalk 105.2 FM Limited
- Signal Radio Limited
- Leahurst Investments Limited
- Town Centre Properties (Subsidiary) Limited
- Allied Radio Limited
- Wareselection Limited
- The Wireless Group (ILRS) Limited
- New City Radio Limited
- Tower 107.4 FM Limited
- Grand Central Broadcasting Limited
- Newport FM Limited
- BOLD FM Limited
- RSB 1 Limited
- 1458 Big AM Limited
- The Wireless Group Holdings Limited
- Swansea Sound Limited
- 102.4 Wish FM Limited
- The Wireless Radio Company Limited
- Radiowave (Blackpool) Limited
- Valley Radio Limited
- Independent Radio Group Limited
- Allied Radio Productions Limited
- 96.3 QFM Limited
- Galactichalo Limited
- Soccerbet Limited
- South West Radio Limited
- Forever Broadcasting Digital Radio Limited
- Wolverhampton Area Radio Limited
- Forever Broadcasting Limited
- Somethin' Else Sound Directions Limited
- Dunedin FM Limited

UTV Radio (GB) Limited
 UTV-Bauer Digital Limited
 Capital Gold Manchester Limited
 Town & Country Broadcasting Limited
 Proud FM Limited
 Rock Radio Limited
 Switchdigital (London) Limited
 Switchdigital (Scotland) Limited
 TalkRadio UK Limited
 Talk 106.1 FM Ltd
 Talk 107 Edinburgh Limited
 Alltalk FM North East Limited
 AllTalk FM Liverpool Limited
 Apex Subscription Agency Limited
 Cornhill Events Limited
 Cornhill Publications Limited
 Corporate Media Solutions Limited
 Ebulletins Limited
 Global Infomedia Limited
 Net Resources International Limited
 Qmina Limited
 Quasar Events Limited
 Quasar International Communications Limited

*Current Directorship

There are no further disclosures to be made under Schedule 2, paragraph (g) of the AIM rules.

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Enquiries:

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Notes to Editors:

- Digital Marketing Group (AIM: DIGI) listed on AIM in October 2006, employs over 600 people..
- Digital Marketing Group is the UKs biggest digital marketing agency (Campaign Magazine Jan 2009).
- 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 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.

Publication quality photographs are available via Redleaf Communications.