

Date: 18 January 2010  
On behalf of: Digital Marketing Group plc ('DMG', 'the Group' or 'the Company')  
For immediate release

## Digital Marketing Group plc

### Digital Marketing Group named UK's largest digital business for second consecutive year

Digital Marketing Group plc (AIM: DIGI), the AIM-listed digital marketing specialist, has been named as the UK's largest digital business for the second consecutive year in a new report compiled by top marketing services, media and entertainment financial specialist Kingston Smith W1.

The announcement comes ahead of the release of the full report, which will be unveiled at Kingston Smith W1's annual seminar taking place on Thursday 21 January. Campaign, who commissioned the report, will publish the complete ranking of UK marketing agencies in full that day, highlighting the top firms in each sector.

During 2009, DMG benefited from organic growth and also acquired 20:20 London, the multi award-winning digital and mobile creative business. DMG also launched Digital Brain, which is revolutionising pay per click search and has already resulted in significant client wins. As the UK's largest digital business, DMG offers clients unrivalled scope in terms of resources and creativity.

***Ben Langdon, chief executive at Digital Marketing Group comments:***

"Everyone at DMG is committed to not just being the biggest, but also being the best digital agency in the UK. This recognition is a testament to the endeavor of everyone at DMG and we look forward to the potential that 2010 holds for the Company."

- ends -

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**Notes to Editors:**

- Digital Marketing Group (AIM: DIGI) listed on AIM in October 2006, employs over 550 people.
- Digital Marketing Group is the UK's largest digital marketing agency (Campaign Magazine, January 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 individual businesses and the application of a group business development programme;
- "buy and build" - through the selective 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.