

DIGITAL MARKETING GROUP ANNOUNCES TWO PILLAR BUSINESS STRATEGY

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Ben Langdon, CEO of Digital Marketing Group plc (AIM: DIGI) has today announced that the nine existing companies within the Group will be consolidated into two 'pillar' businesses. The reorganisation represents a further significant step in the integration of the Group, simplifying the Group's management structure and aligning the business capabilities to better meet market demands.

20:20

The first pillar, named 20:20 (www.weare2020.com) will specialise in digital marketing, ecommerce and digital media. It will move its HQ to London and will have three divisions:

- 20:20 – the digital creative agency will be run by Managing Director Matt Ramsay, and Chief Creative Officer Peter Riley. This incorporates the companies previously known as InboxDMG, HyperlaunchDMG, GraphicoDMG, and 20:20 London.
- 20:20 Technology – the ecommerce and IT specialist, headed up by CEO Terry Hunter. This incorporates the company previously known as CyberDMG.
- 20:20 Media&Analytics – provider of intelligent, analytics driven search, under CEO Gareth Phillips. This incorporates the company previously known as CheezeDMG and the analytics specialism from JaywingDMG.

DMG

Digital Marketing Group plc's other pillar, now named DMG (www.wearedmg.com) will be led by Chief Operating Officer Charles Buddery. DMG will specialise in the integration of online and offline marketing and data analytics techniques, and will house the Group's 'Digital Brain' product suite. DMG incorporates the companies previously known as JaywingDMG, DigforFireDMG and GasboxDMG.

Ben Langdon, CEO of Digital Marketing Group plc commented:

"The recent acquisition of 20:20 London presented us with the opportunity to reorganise and rebrand our digitally focused agencies under a unified banner. Now, under the direction of the talented management team we have in place we've been able to create a dynamic brand within which sits a single, coherent business; a proposition which is already proving hugely attractive to existing and prospective clients. The new organisation represents a further significant step in the integration of the Group"

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