

## **Digital Market Group plc**

### **Transaction in Own Shares**

Digital Marketing Group plc (“DMG” or “the Company”) announces that it has purchased, on 1 December 2010, 376,609 of its ordinary shares at 24p per share. The purchased shares will all be held as treasury shares.

Following the above purchase, the Company holds 376,609 ordinary shares in Treasury and has a total of 74,228,390 shares in issue (excluding shares held in Treasury). The number of ordinary shares purchased represents approximately 0.5% of the voting rights attributable to the total ordinary shares in issue prior to such purchase.

The above figure of 74,228,390 Ordinary Shares may be used by shareholders in the Company as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change in their interest in, the share capital of the Company under the FSA's Disclosure and Transparency Rules.

#### **Enquiries:**

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