

Digital Marketing Group plc

Total Voting Rights

Digital Marketing Group plc ("the Company") announces that on 8 February 2011, the Company allocated 61,183 ordinary shares of 5 pence each in the share capital of the Company ("Ordinary Shares") out of the Ordinary Shares held in Treasury following the exercise of the equivalent number of options over Ordinary Shares.

Following the above allocation, the Company now holds 169,797 Ordinary Shares in Treasury and has a total of 74,419,412 Ordinary Shares in issue (excluding shares held in Treasury).

The above figure of 74,419,412 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.

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