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## Digital Marketing Group plc Appointment of Adviser

11 June 2007

Digital Marketing Group plc (AIM: DIGI), the digital direct marketing group, announces that it has appointed Redleaf Communications as its financial PR adviser with immediate effect.

- ends -

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### Notes to Editors:

Digital Marketing Group floated on AIM on 26 October 2006 and is focused on the provision of digital direct marketing services.

Digital Marketing Group aims to provide a range of integrated digital direct marketing services, coupled with database marketing skills. By doing this Digital Marketing Group offers clients the ability to coordinate their "online" and "offline" direct marketing strategy, thereby generating more effective digital direct marketing, higher brand-consumer loyalty and improved profitability.

Its strategy is to grow organically and by acquiring businesses with complementary skills in digital direct marketing.

The Group currently comprises five agencies:

- **Inbox Digital** – plans, creates and manages end-to-end digital marketing campaigns. Further information is available at: [www.inbox.co.uk](http://www.inbox.co.uk)
- **Dig for Fire** – the largest direct marketing agency operating exclusively outside London. Further information is available at: [www.digforfire.co.uk](http://www.digforfire.co.uk)
- **HSM** – combines outbound telemarketing, with digital and data marketing. Further information is available at [www.hsm.co.uk](http://www.hsm.co.uk)

- ***Cheeze*** – one of Europe’s leading digital response agencies and the UK’s fifth largest search marketing specialist. Further information is available at: [www.cheeze.com](http://www.cheeze.com)
- ***Jaywing*** – the UK’s largest independent data services specialist providing both online and offline data and information services. Further information is available at [www.jaywing.com](http://www.jaywing.com)