

Date: 27<sup>th</sup> June 2007  
On behalf of: Digital Marketing Group plc (the 'Company' or the 'Group')  
Embargoed until: 0700hrs

## **Digital Marketing Group plc Directorate Changes**

The Board of Digital Marketing Group plc (AIM: DIGI), the digital direct marketing specialists, is pleased to announce the appointment of Sarah Guest as the Group's new Finance Director and Company Secretary succeeding Robert Millington.

Sarah, 32, will formally assume the role of Finance Director and Company Secretary on 4<sup>th</sup> September 2007; Robert remains employed by the Company until the end of September and will perform a handover with his successor. Sarah, a qualified Chartered Accountant (ACA), will be joining the Group from George Wimpey Plc where she is the UK Financial Controller. Prior to this, she worked at Clear Channel Entertainment (CCE) as European Director of Accounting and Control and UK Financial Controller. Sarah has over seven years of financial experience post ACA qualification and has a broad range of financial accounting experience from UK GAAP, IFRS & US GAAP. She trained and qualified at Ernst & Young LLP.

**Commenting on the appointment, Chairman of Digital Marketing Group, Stephen Davidson, said:**

*"On behalf of the Board, I would like to thank Bob for his valued contribution in leading the Group through the AIM flotation process and the first phase of its development. We wish him every success with his future endeavours. We are delighted to welcome Sarah Guest to our Board. She brings with her a wealth of experience and we are confident that she will make a substantial contribution to the Group."*

There are no further disclosures to be made under Schedule 2, paragraph (f) of the AIM rules.

- ends -

**For further information:**

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Via Redleaf Communications

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- Publication quality photographs are available via Redleaf Communications.

## 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*** – a leading UK data services specialist, providing both online and offline data and information services. Further information is available at [www.jaywing.com](http://www.jaywing.com)