

PRESS RELEASE

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DMG WELCOMES EX DMS MANAGING DIRECTOR

Digital Marketing Group has announced the appointment of Guy Harris in a move that will further bolster its already highly experienced management team. Harris joins from DMS where he held the position of Managing Director.

In his role as Development Director, Harris will work with a particular focus on driving new business to outbound telemarketing, digital and data marketing specialist HSM and award winning digital creative marketing agency Hyperlaunch. Harris has extensive experience in marketing and new business acquisition gained working for Euro RSCG, Brann, and in New York for O&M and Lowe Direct. Here he secured and managed work for brands including Disney World, Xerox and Citibank. This background makes Harris perfectly suited to this role, and will further help these companies, and the wider group, in continuing to exceed growth targets.

AIM listed Digital Marketing Group announced its results for the year ending March 31, which saw profit before tax (before charges for share options and amortisation) up 42% to £6.69m .

Ben Langdon, Chief Executive of Digital Marketing Group comments:

“Guy will make an excellent addition to Digital Marketing Group. His new business and marketing skills gained from time at Brann, Lowe Direct, Euro RSCG Circle and DMS will aid the growth of both HSM and Hyperlaunch. Digital Marketing Group is providing innovative and dynamic digital marketing solutions which deliver a better return on our clients’ marketing investments. Guy is joining the market leader in this space, and we’re delighted to have him.”

ENDS

For further press enquiries contact Elizabeth Mercer, Claire Burgess or Phil Borge at Eulogy!

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About Digital Marketing Group plc:

- Digital Marketing Group (AIM: DIGI) listed on AIM in October 2006, employs over 550 people and has a market capitalisation of over £50m.
- Digital Marketing Group is a digital communications group that uses the principles of direct marketing to inform everything that it does.
- Digital Marketing Group is not a marketing services group. It is a specialist in digital communications and underpins its expertise with some of the best direct and data marketing people in the UK.
- Digital Marketing Group is the 4th biggest digital marketing business in the UK (Campaign Magazine 2007).
- The Group believes that the boundaries between digital and direct marketing are now blurred and that “Good digital marketing is good direct marketing”.
- At the heart of the company is Digital Brain - a process which enables the real time integration of “digital, direct and data”. This helps create unique contact strategies for each individual based on their historical data and real time interactions regardless of channel.

Digital Marketing Group's development strategy consists of three key elements:

- "organic growth" - driven by the inherent growth within the acquired businesses and the application of a group business development programme;
- the creation of new businesses from within the existing talents and resources of the group.
 - "buy and build" - through the acquisition of a number of well run and profitable businesses with complementary skills in digital direct marketing;

Each of Digital Marketing Group's seven businesses operates within one of its three business segments:

1. Online Marketing and Media

- **Graphico** – a full service creative digital agency nominated for “2008 Agency of the Year” by Revolution magazine with skills in mobile marketing. Graphico has a team of 70 people and is a member of the Direct Marketing Association and Mobile Data Association. Further information is available at: www.graphico.co.uk
- **Inbox Digital** – plans, creates and manages end-to-end digital marketing campaigns. Further information is available at: www.inbox.co.uk
- **Hyperlaunch** – an award winning digital creative marketing agency, specialising in the media and entertainment sector. Further information is available at: www.hyperlaunch.com
- **Cheeze** – one of Europe's leading digital response agencies and a top 10 UK search marketing specialist. Further information is available at: www.cheeze.com

2. Data Services and Consultancy

- **Jaywing** – a leading UK data services specialist providing both online and offline data and information services. Further information is available at: www.jaywing.com

3. Direct Marketing

- **HSM** – combines outbound telemarketing, with digital and data marketing. Further information is available at: www.hsm.co.uk
- **Dig for Fire** – the largest direct marketing agency operating exclusively outside London. Further information is available at: www.digforfire.co.uk