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7 December 2011

Share purchases take interests in DM plc ("DM") to 83.8%

Adrian Williams announces that he has today exercised his option to acquire 17,474,880 DM Shares (the "**Relevant Shares**") owned by Mr Hugh Villiers. The right to exercise the option to acquire the Relevant Shares arose when Adrian Williams earlier today released an announcement pursuant to Rule 2.7 of the City Code on Takeovers and Mergers (the "**Announcement**") in which he offered to acquire the entire issued share capital of DM not already owned by him. The Relevant Shares are to be acquired by Adrian Williams at a price of 1.8 pence per Relevant Share and completion is expected to take place on or around 21 December 2011.

The Relevant Shares, together with the DM Shares already owned by Adrian represent in aggregate approximately 83.8 per cent. of the issued share capital of DM.

Terms herein have the same meaning as in the Announcement, save where the context requires otherwise.

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Unless otherwise determined by Adrian Williams, copies of this announcement and any other documentation relating to the Offer (including, without limitation, the Scheme Document and the

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Dealing Disclosure Requirements

Under Rule 8.3(a) of the Code, any person who is interested in 1% or more of any class of relevant securities of an offeree company or of any paper offeror (being any offeror other than an offeror in respect of which it has been announced that its offer is, or is likely to be, solely in cash) must make an Opening Position Disclosure following the commencement of the offer period and, if later, following the announcement in which any paper offeror is first identified. An Opening Position Disclosure must contain details of the person's interests and short positions in, and rights to subscribe for, any relevant securities of each of (i) the offeree company and (ii) any paper offeror(s). An Opening Position Disclosure by a person to whom Rule 8.3(a) applies must be made by no later than 3.30 pm (London time) on the 10th business day following the commencement of the offer period and, if appropriate, by no later than 3.30 pm (London time) on the 10th business day following the announcement in which any paper offeror is first identified. Relevant persons who deal in the relevant securities of the offeree company or of a paper offeror prior to the deadline for making an Opening Position Disclosure must instead make a Dealing Disclosure.

Under Rule 8.3(b) of the Code, any person who is, or becomes, interested in 1% or more of any class of relevant securities of the offeree company or of any paper offeror must make a Dealing Disclosure if the person deals in any relevant securities of the offeree company or of any paper offeror. A Dealing Disclosure must contain details of the dealing concerned and of the person's interests and short positions in, and rights to subscribe for, any relevant securities of each of (i) the offeree company and (ii) any paper offeror, save to the extent that these details have previously been disclosed under Rule 8. A Dealing Disclosure by a person to whom Rule 8.3(b) applies must be made by no later than 3.30 pm (London time) on the business day following the date of the relevant dealing.

If two or more persons act together pursuant to an agreement or understanding, whether formal or informal, to acquire or control an interest in relevant securities of an offeree company or a paper offeror, they will be deemed to be a single person for the purpose of Rule 8.3.

Opening Position Disclosures must also be made by the offeree company and by any offeror and Dealing Disclosures must also be made by the offeree company, by any offeror and by any persons acting in concert with any of them (see Rules 8.1, 8.2 and 8.4).

Details of the offeree and offeror companies in respect of whose relevant securities Opening Position Disclosures and Dealing Disclosures must be made can be found in the Disclosure Table on the Takeover Panel's website at www.thetakeoverpanel.org.uk, including details of the number of relevant securities in issue, when the offer period commenced and when any offeror was first identified. You should contact the Panel's Market Surveillance Unit on +44 (0)20 7638 0129 if you are in any doubt as to whether you are required to make an Opening Position Disclosure or a Dealing Disclosure.

Publication on website

A copy of this announcement will be made available on DM's website at www.dmplc.com on or around 8 December 2011.

For the avoidance of doubt, the content of the website referred to above is not incorporated into and does not form part of this announcement.