




# Regulatory Announcement

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**Company** DM Plc  
**TIDM** DMP  
**Headline** Director/PDMR Shareholding  
**Released** 16:41 25-Oct-06  
**Number** 0505L

RNS Number:0505L  
DM Plc  
25 October 2006

DM plc: Ticker: DMP/ Index: AIM / Sector: Leisure facilities

DM plc  
("DM" or "Company")

Directors' Dealing

The Company announces that John Gomme, non-executive director, has today purchased 250,000 ordinary shares of 1p each in the Company at 12p per share. Following this purchase, John Gomme total shareholding will be 500,000 ordinary shares representing 0.38 per cent. of DM's issued share capital.

\* \* ENDS \* \*

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