

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

DM plc (“DM” or the “Company”)

Notification of Interests

DM has been informed by Brightview plc (“Brightview”) that following the placing on 3 July 2007 of its holding of 7,547,170 DM ordinary shares of 1 pence each in the capital of the Company, received in consideration for the acquisition by DM of The Winners Club in October 2006, it now no longer has a notifiable interest in the ordinary share capital of the Company.

**** ENDS ****

For further information visit www.dmplc.com or contact:

Enquiries:

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Notes to editors:

DM plc is a direct marketing group specialising in database management and home gaming. The Group gathers consumer data for use in direct marketing campaigns through the provision of response-orientated competitions (i.e. gamecards distributed via newspapers, magazines and mail). The Group generates revenues principally through responses to its competitions via premium rate telephone lines and the rental of its databases to other companies. DM already has joint venture agreements in place with Cornhill Direct and AXA Sunlife.

DM was formed in October 2004 after the reverse takeover of Hawthorn Holdings plc by Strike Lucky Games Limited (gamecard and other competitions). Since October 2004, the Group has made further acquisitions; Purely Creative Limited (producer and distributor of gamecards competitions), Dodd Marketing Limited (games and competitions via addressed mail) and more recently The Winners Club and TPC Telecoms Ltd (generates revenue from the rental of data collected via direct mail and responses to games and competitions). These acquisitions have made DM the UK market leader in direct marketing database management and the production and distribution of response orientated competitions.