

DM plc
(“DM” or the “Group”)

Bingo and Casino agreement signed with PartyGaming Plc

DM the direct marketing group specialising in customer recruitment and database management today announces that it has entered into an exclusive agreement to create a UK based bingo and casino service in conjunction with PartyGaming Plc (“PartyGaming”), the world’s leading listed online gaming company.

The gaming service will be provided by PartyGaming and branded as DM who will promote the service in the UK market through its own marketing channels and the Group’s recently enlarged, multi media direct mail database of more than 23.1 million postal details; 5.9 million email addresses; 5.4 million telephone numbers; and 6.5 million mobile phone numbers.

Adrian Williams, Chairman of DM Chairman, added:

“As the UK market leader in our sector, DM welcomes this exciting opportunity to make our assets work harder by offering customers exciting and entertaining online bingo and casino games. We are delighted to be working with PartyGaming and look forward with confidence to developing a highly successful business-to-business relationship.”

Commenting on today’s announcement, Jim Ryan, Chief Executive Officer of PartyGaming, said:

“We are pleased to announce that DM has joined our ‘white label’ portfolio just a few weeks after we signed an agreement with CIRSA to explore and develop online gaming opportunities in Spanish speaking countries. We look forward to the development and launch of the DM-branded casino and bingo gaming service, which conforms to our strategy to build a strong business-to-business operation by leveraging our assets and those owned by other companies.”

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