

DM plc
("DM" or the "Group")

Share Buy-Back Programme Update

On 27 September 2011, DM, the direct marketing group specialising in customer recruitment and database management, announced that in line with its previously stated policy of conducting share buy-backs, and based on the authority granted at the AGM on 20 May 2011, the Group was actively considering making market purchases of ordinary shares of 1 pence each ("Ordinary Shares") for cancellation.

On 28 September 2011, the Group announced that it purchased for cancellation 1,350,000 ordinary shares of 1 pence each ("Ordinary Shares") at a price of 1.35 pence per share. Since then the Group has been unable to identify sufficient volume of Ordinary Shares to purchase through the market and has accordingly decided to withdraw the facility until further notice. Any further change to the Group's buy-back policy will be notified to the market as appropriate.

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