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## **DM plc wins contract with Cornhill Direct**

DM plc (“DM” or the “Group”), the AIM listed direct marketing group specialising in response orientated competitions, has entered into an agreement to supply data for up to five years with Cornhill Direct (“Cornhill Direct”), a trading division of Allianz Cornhill Insurance plc.

Under the terms of the agreement made with DM’s subsidiary, Strike Lucky Games Limited (“SLG”), DM will supply Cornhill Direct with its database of customer details. Cornhill Direct will in turn utilise the data to conduct targeted direct marketing programmes for insurance products such as home insurance, home contents and motor insurance.

DM has assembled specific databases through its proprietary range of games of skill and chance that have allowed the collation of respondents’ details. The intention is for Cornhill Direct to utilise this targeted data prior to policy renewal for maximum marketing potential. Commissions will be paid to SLG depending upon the inception of new business by Cornhill Direct.

Adrian Williams Chairman of DM plc said: “This is exciting news for the Group as the alliance is a new venture into a market with real potential. Importantly it demonstrates the quality of our data as well as the variety of ways which the Group’s various databases can be put to use. As I reiterated in our recent results where we reported an 82% rise in pre tax profits, we intend to expand the business and this is one such area where we hope to achieve this.”

Mr Alan Griffett of Cornhill Direct said: “We are excited about the potential of Strike Lucky’s database as it will allow us to target and contact potential new clients on renewal of their existing policies making our direct marketing more effective. We look forward to a long relationship with Strike Lucky.”

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