

**DM plc**  
**(“DM” or the “Company”)**

**Call Option to Acquire Shares in Purely Creative Limited**

DM announces the grant yesterday, to its subsidiary Strike Lucky Games Limited (“Strike”), by McIntyre & Dodd Marketing Limited of a call option (“the Option”) exercisable at the sole discretion of Strike to acquire the entire issued share capital of Purely Creative Limited (“Purely Creative”) for the aggregate price of £50,000 together with interest from 7 October 2004 until the Option exercise date and payable in cash.

On 7 October 2004 Purely Creative acquired the business and assets of the “Creative Division” of Thus plc for an initial consideration of £50,000. A separate earn-out is also payable to Thus plc by Purely Creative subject to the performance of Purely Creative.

Purely Creative designs, produces and distributes marketing competitions and promotions principally through the UK print media, managing high volume player response levels via telephone, internet and post.

The Option is exercisable at any time from grant until 31 March 2005 (both dates inclusive).

McIntyre & Dodd Marketing Limited is a connected person of Adrian Williams Chairman and Chief Executive of DM and of Wendy Ruck Operations Director of DM, accordingly, the Board of DM has put in place arrangements to ensure that neither Mr Williams nor Ms Ruck will be involved in any decision which may be taken by Strike to exercise the Option.

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