

5 February 2008

**DM plc (“DM” or the “Group”)**

**DM Awards £1 Million Prize**

DM, the AIM listed direct marketing group specialising in database management and home gaming, has awarded an industry record breaking £1 million jackpot through its wholly owned subsidiary, Purely Creative. The prize winning Golden Ticket was the jackpot in a recent ‘*Win a Million*’ promotion distributed in UK national newspapers and magazines. The £1 million prize was pre-insured and accordingly covered by DM’s insurance company at no further cost to the Group.

Based in Lancaster, Purely Creative has been devising and operating prize promotions for over 18 years. Its games are carried by all the leading newspapers and magazines in the UK and Ireland; the £1 million winning ticket was found in the ‘*Celebs on Sunday*’ magazine inside the *Sunday Mirror*.

The winner, Lorna Carr, a software support adviser from Galway, was presented the £1 million cheque at the end of January, which coincided with her 32<sup>nd</sup> birthday. She said:

*“The news hasn’t really sunk in yet but my immediate plans are to head off and see the world. Hopefully the money will make life easier for my family too. Life will never be the same.”*

Ms Carr, commenting on her experience with scratch and gamecards, said:

*“I think Purely Creative promotions are fantastic and I can highly recommend them. If you’re not in you can’t win!”*

Purely Creative’s Managing Director, Catherine Cummings, said:

*“Everyone at Purely Creative is absolutely delighted for Lorna. This is what our promotions are all about - giving people the chance to win prizes that will really change their lives. A unique dedicated £1 million prize is available to be won on every ‘Win a Million’ promotion and we’re looking forward to awarding more £1 million prizes in the future.”*

**\*\* ENDS \*\***

For more information please visit [www.dmplc.com](http://www.dmplc.com) or [www.purelycreative.com](http://www.purelycreative.com) or contact:

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**Notes to editors:**

AIM listed DM plc, formed in 2004, is a direct marketing group specialising in customer recruitment and database management. 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 has joint venture agreements in place with Cornhill Direct and AXA Sun Life.