

DM plc (“DM” or the “Group”)

AGM Statement

DM, the direct marketing group specialising in database management and home gaming, held its Annual General Meeting today and all resolutions were duly passed. At the meeting Chairman Adrian Williams made the following statement:

“This has been an exciting period for the Group following the acquisition of two further businesses last year and the integration of these businesses continues ahead of schedule. These acquisitions, along with the organic growth of the business, have made DM a market leader in its sector. Last year turnover was up 61% and consolidated pre-tax profit up 36%, which allowed us to declare an inaugural dividend of 0.1p per share as part of our progressive dividend policy.

“We are aggressively expanding our market presence and penetration both organically and, where suitable targets become available at an attractive price, by acquisition. Trading in 2007 has remained strong and with all of the Group’s subsidiaries operating profitably, we look forward to another successful year with confidence.”

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For further information visit www.dmplc.com or contact:

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Chairman	
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Notes to editors:

DM plc is a direct marketing group specialising in database management and home gaming. 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 already has joint venture agreements in place with Cornhill Direct and AXA Sunlife.

DM was formed in October 2004 after the reverse takeover of Hawthorn Holdings Plc by Strike Lucky Games Limited (gamecard and other competitions). Since October 2004, the Group has made four further acquisitions; Purely Creative Limited (producer and distributor of gamecards competitions), Dodd Marketing Limited (games and competitions via addressed mail) and more recently The Winners Club and TPC Telecoms Ltd (Generates revenue from the rental of data collected via direct mail and responses to games and competitions). These acquisitions have made DM one of the UK market leaders in direct marketing database management and the production and distribution of response orientated competitions.