DM plc ("DM" or the "Company")

Change of Broker

DM, the direct marketing group specialising in customer recruitment and database management, is pleased to announce the appointment of Altium Securities as broker to the Company. This is in addition to Altium's ongoing role as nominated adviser.

DM Chairman, Adrian Williams said:

"I am pleased to announce the appointment of Altium Securities alongside Altium's Corporate Finance arm, who are our current NOMAD. I would like to thank Blue Oar, our outgoing broker, for all their excellent advice and assistance over the years."

Enquiries:

Adrian Williams Tel: 01989 769 292

Chairman

Phil Adams/Adrian Reed Tel: 0161 831 9133

Altium, Financial advisor to DM