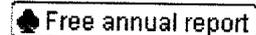


Regulatory Announcement

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Company DM Plc
TIDM DMP
Headline Director/PDMR Shareholding
Released 13:22 26-Oct-06
Number 1003L

RNS Number:1003L
DM Plc
26 October 2006

DM plc: Ticker: DMP/ Index: AIM / Sector: Leisure facilities

DM plc
("DM" or "Company")

Directors' Dealing

The Company announces that on 25 October 2006, Pinkberry Consultants Limited (a Jersey company) ("Pinkberry Consultants") purchased 250,000 ordinary shares of 1p each in the Company at 11.5p per share. Pinkberry Consultants is wholly owned by a discretionary family trust connected to John Gomme, a non-executive director of the Company, but in which John Gomme does not have a beneficial interest.

Following this purchase, Pinkberry Consultants' total shareholding will be 250,000 ordinary shares representing 0.19 per cent. of DM's issued share capital.

Accordingly, John Gomme now has the following holdings:

Beneficial: 500,000 ordinary shares representing 0.38 per cent. of DM's issued share capital; and

Non-beneficial: 250,000 ordinary shares representing 0.19 per cent. of DM's issued share capital.

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