

# Regulatory Announcement

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**Company** DM Plc  
**TIDM** DMP  
**Headline** Director/PDMR Shareholding  
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DM Plc  
27 October 2006

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

DM plc  
("DM" or "Company")

Directors' Dealing

The Company announces that on 26 October 2006, Pinkberry Consultants Limited (a Jersey company) ("Pinkberry Consultants") purchased 50,000 ordinary shares of 1p each in the Company, at 12p per share. Pinkberry Consultants is wholly owned by a discretionary family trust connected to John Gomes, a non-executive director of the Company, but in which John Gomes does not have a beneficial interest.

Following this purchase, Pinkberry Consultants' total shareholding will be 300,000 ordinary shares representing 0.23 per cent. of DM's issued share capital.

Accordingly, John Gomes now has the following holdings:

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

Non-beneficial: 300,000 ordinary shares representing 0.23 per cent. of DM's issued share capital.

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