

DM plc
(“DM”, the “Company” or the “Group”)

Directors Dealing

The Company announces that the Chairman of the Company, Adrian Williams, has in aggregate purchased 300,000 ordinary shares of 1 pence each in the Company, representing 0.20 per cent. of DM’s issued share capital, at an average price of 14.71 pence, all of which were made on 27 April 2007. Following this purchase, Adrian Williams’ total shareholding will be 117,314,565 ordinary shares, representing 79.96 per cent. of DM’s issued share capital.

Adrian Williams commented:

“Following the excellent recent progress of the Group and successful institutional fundraising, myself and the Board are confident that the Group will continue to go from strength to strength and this purchase illustrates my confidence in the business.”

**** ENDS ****

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

Enquiries:

Adrian Williams
Chairman

Tel: 01989 769 292

Phil Adams/Adrian Reed
Altium

Tel: 0161 831 9133

Hugo de Salis
St Brides Media & Finance Ltd

Tel: 020 7242 4477

Jerry Keen
Blue Oar Securities Plc

Tel: 020 7448 4492