

DM plc
(“DM” or the “Group”)

Share Buy-Back
and
Total Voting Rights and Capital

DM, the direct marketing group specialising in customer recruitment and database management, announces that, on 29 November 2010, it purchased for cancellation 1,625,000 ordinary shares of 1 pence each (“Ordinary Shares”) at a price of 5.775 pence per share.

DM announces that, in conformity with the FSA’s Disclosure and Transparency Rules, following the above Share Buy-Back and cancellation of these shares, DM has an issued share capital of 164,684,094 Ordinary Shares with voting rights.

DM does not hold any Ordinary Shares in treasury. Accordingly, the total number of DM Ordinary Shares with voting rights is 164,684,094.

The above figure (164,684,094) may be used by shareholders as the denominator for calculations by which they determine if they are required to notify their interest in, or a change to their interest in, DM under the FSA’s Disclosure and Transparency Rules.

**** ENDS ****

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

Adrian Reed
Altium

Tel: 0845 505 4343