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**DM plc
("DM" or the "Group")**

Regulatory Update

The Group has previously provided updates in relation to the proceedings being taken by the Office of Fair Trading ("OFT") in relation to certain promotions undertaken by certain Group companies.

On 31st May 2011, the Group announced that the Court had granted the Group's executives and the Group companies involved leave to appeal to the Court of Appeal in respect of the judgment of the Court, with the appeal date set for the 20th and 21st June 2011. This matter has now gone before the Court of Appeal which decided to refer the appeal to the European Court of Justice.

The appeal relates to the interpretation of Regulations arising from a European Directive which came into effect in the United Kingdom in 2008. The issues are equally relevant to all member states of the European Union and have not previously been considered by any Court within the European Union. Given the significance of the issues it was thought appropriate that the matter should be referred to the European Court of Justice.

At present it is not known when a ruling will be provided, but typically the process takes at least a year, potentially significantly longer.

**** ENDS ****

Enquiries:

Adrian Williams
Chairman

Tel: 01989 769 292

Adrian Reed
Altium, Financial advisor to DM

Tel: 0845 505 4343

For further information visit www.dmplc.com