

8 February 2007

DM plc (“DM” or “Group”)

Trading Statement

DM, the AIM listed direct marketing group specialising in database management and home gaming, announces that it has continued to show strong growth across all key activities and expects to report revenues and pre-tax profits ahead of market expectations following the close of its year-end on 31 December 2006. Additionally, The Winners Club Limited, which the Group acquired in October 2006 as a loss making business, reported a pre-tax profit for the first quarterly period of DM’s ownership to 31 December 2006 and has remained profitable on a pre-tax basis in January 2007.

The Group will announce its preliminary results for 2006 at the beginning of March 2007.

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