

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

DM plc
(“DM” or the “Group”)

Institutional Placing Raising £2.00 million

DM, the direct marketing group specialising in database management and home gaming, is raising £2.00 million (approximately £1.93 million net of expenses) through the issue of 13,793,103 new ordinary shares of 1 pence each (“Placing Shares”) at 14.5 pence per share to institutional investors. The Company intends to use the proceeds principally for working capital, including increasing the size of mailings, increased automation, data enhancement and potentially further database acquisitions.

DM Chairman, Adrian Williams said:

“This fundraising provides us with additional resource to continue to develop the Group and we are particularly pleased with the high level of interest from institutional investors which led to the placing being significantly oversubscribed”.

Blue Oar Securities Plc has, on behalf of DM, conditionally placed the Placing Shares with institutional investors.

Application will be made for the Placing Shares to be admitted to trading on AIM and it is expected that admission will become effective and that trading in the Placing Shares on AIM will commence on 5 April 2007.

The total number of Ordinary Shares in issue immediately following the placing will be 146,721,165.

**** ENDS ****

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

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