

dotDigital Group Plc

Substantial Shareholding

The Directors of dotDigital Group Plc (PLUS: DOTP) (“dotDigital” or the “Company”), the full service digital marketing agency, today received notification of a transfer of a substantial share holding.

The Helium Special Situations Fund on the 4th May 2010 acquired [152,000,000] ordinary shares representing [11.76%] of the ordinary issued share capital, this being their entire holding in the Company.

The above holding was acquired from David Ivy thereby reducing his holding to [152,300,000] ordinary shares representing [11.78%] of the ordinary issued share capital.

The Helium Special Situations Fund aims to achieve long-term capital appreciation and focuses on small and mid cap companies with geographical focus on the UK. The fund is characterized by an event-driven, long-term approach using extensive company knowledge and identifying discrepancies between market and potential. Investments are mainly made in listed stocks such as on the UK AIM market.

Peter Simmonds, Chief Executive, dotDigital Group Plc, commented:

“I am delighted that the Helium Special Situations Fund has joined our shareholder register and it represents our first institutional investor. The fund decided to invest after we presented a strong business case to them which demonstrated our high quality recurring revenues, leading competitive position and the scalability of our products and services. The fund also recognised the strength of our balance sheet and commitment to first class reporting and corporate governance.”

“The Helium Special Situations Fund invests in small capitalised companies which it believes will ultimately outperform its comparative sector and the London stockmarket as a whole. Since inception in July 2006, the fund has shown a return of over 95%, compared to a decrease over the same period of time of 35% by the AIM 100 Index.

“We believe that our growth prospects over the coming years will further enhance Helium’s performance.”

4th May 2010

Enquiries:

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Notes to Editors:

dotDigital Group Plc is a full service digital marketing agency and market leader in email marketing services. Founded in 1999 to provide bespoke website design and development services, the business is industry recognised through its market leading brand name 'dotMailer' – a service originally developed as an email marketing solution for a division of the BBC. In 2008, following the increasing focus towards digital marketing, the company underwent a rebranding, becoming “dotMailer – The Digital Marketing Agency,” providing website design and development, content management, e-commerce packages and survey tools. Devoted to innovative product platforms and excellent customer service, the company has developed strong brand recognition and loyalty. dotMailer listed on PLUS in January 2009 through the reverse takeover of West End Ventures Plc which changed its name to dotDigital Group Plc.

For more information please visit: www.dotdigitalgroup.com and www.dotmailer.co.uk