

dotDigital Group plc (Formerly West End Ventures Plc)

Launch of EMI employee share option scheme

dotDigital Group Plc (PLUS: WEVP) (“dotDigital” or the “Company”), full service digital marketing agency, announces an incentive package for employees and management through the allocation of EMI share options.

The directors of the Company wish to provide an incentive scheme to reward staff on both a long and short term basis and consider this initial grant of options to be another key initiative to achieve a high level of goal alignment through staff share ownership across all employees.

Non Managers will be granted Options to purchase 200,000 ordinary shares, while Managers will be granted Options to purchase 300,000 ordinary shares. In both cases, the exercise price will be set as the opening mid-market price of the 1st day of dealings. These options will be exercisable no earlier than 1 July 2010 and no later than 1 February 2019.

This would equate to 8,100,000 shares or 0.62% of the post transaction issued share capital.

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

“The commencement of dotDigital trading today on PLUS is an important step for the Company and we are wanted to recognise the contribution the staff have made as we make the transition to a public company. Granting this first tranche of share options will provide added incentive to continue their tremendous work while also helping to ensure everyone is aligned to achieving the general objectives and goals of dotDigital Group.”

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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