

dotDigital Group Plc

Granting of second tranche of employee share options

dotDigital Group Plc (PLUS: DOTP) (“dotDigital” or the “Company”), the full service digital marketing agency, is pleased to announce the grant of further share options as part of its EMI employee share option scheme launched in February 2009.

In granting this second tranche of options, the Company is in keeping with its desire to reward and retain staff with ownership of shares in dotDigital - to incentivise and bring staff in line with senior management’s goals.

A total of 23,500,000 share options, exercisable at 1p per ordinary share from 1 July 2010, are to be allocated to the 54 staff that have passed their probationary period as of today’s granting of share options. This amounts to 1.8% of the issued share capital. The share options expire 1 February 2019 and employees must be working for the Company at the time of exercise.

Included within the above allocation is director Skip Fidura who was granted 4,000,000 share options, this being his entire share option holding.

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

“Goal alignment between our staff and the objectives of the Company is essential to our success as a market leader in our sector. The Board joins me in thanking all personnel during the past year, a period where they have consistently exceeded the challenging commercial goals which I have set. The current year will see the exploitation of new products and services and I have no hesitation in saying that we have the right team for the job”

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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