

## **dotDigital Group Plc**

### **Pre-Close Trading Update**

dotDigital Group Plc (“dotDigital” or the “Company”) (PLUS: DOTP), the full service digital marketing agency and market leader in email marketing services, announces a year-end trading update for the 14 months ended 30 June 2009.

The maiden preliminary results, expected to be announced in September, will report on the activity of the enlarged group since the reverse takeover of West End Ventures Plc and PLUS Markets listing in February 2009.

The trading period has been one of significant progress for the Company. Along with the aforementioned reverse acquisition and admission to PLUS, dotDigital has seen a considerable increase in revenue and clients.

In the 14 months to June 2009 revenues grew by nearly 90% compared to the previous 12 month trading period, and client numbers increased during the period from 1072 active clients to 2282 across a range of sectors.

The Directors are pleased to report good trading over the past 14 months, reflecting the increased take up of digital marketing and the strength of the Company’s products and brand. Research shows that the markets in which the Company operates have shown significant growth and demand continues to be strong even in the current economic climate.

dotDigital is well placed for the forthcoming trading year and the Directors look forward to reporting the Company’s maiden preliminary results and further updating shareholders to the progress made.

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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 February 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](http://www.dotdigitalgroup.com) and [www.dotmailer.co.uk](http://www.dotmailer.co.uk)