

dotDigital Group Plc

Significant Customer Wins

dotDigital Group Plc (PLUS: DOTP) (“dotDigital” or the “Company”), the full service digital marketing agency, is pleased to announce two major customer contracts for its email marketing services and online marketing capabilities.

Dunlop Aircraft Tyres (“Dunlop”) is the world’s only specialist manufacturer and retreader of aircraft tyres with production and sales facilities around the world. dotDigital will be working with the marketing team, headquartered in Birmingham UK, to supply dotMailer Professional email marketing services to send targeted email campaigns to Dunlop’s global customer and contacts base.

EDF Energy (“EDF”) is one of the largest energy companies in the UK, generating around 6% of the UK’s electricity while being the provider to 7.9 million customer homes and businesses. EDF has signed an agreement with dotDigital for the supply of dotMailer Enterprise email marketing services in order to effectively target its large business customers.

In both cases, dotDigital will help plan, track and consult on large scale email marketing campaigns that will target key groups of customers and contacts, using its market leading dotMailer platform. The Company will also advise on other aspects of digital marketing and online services.

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

“Our digital marketing products and services have so far proven resilient to the economic woes which have adversely effected other more traditional areas of the advertising and marketing sector. Customers which invest in our services receive in return, a marketing campaign which we are confident is both measurable and accountable, providing an almost immediate ROI.”

“Although we have won many new clients this year, today’s announcement is significant in that as major blue chip companies, both Dunlop and EDF imposed a rigorous selection and due diligence process, leading to our appointment. This, I believe, affirms dotDigital’s standing as a leader in its field.”

2 June 2009

Enquiries:

dotDigital Group Plc

Peter Simmonds, CEO

Alfred Henry Corporate Finance

Jon Isaacs/Nick Michaels

Haggie Financial LLP

Tel: 0845 337 9170

Tel: 020 7251 3762

Tel: 020 7417 8989

Kathy Boate

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 and www.dotmailer.co.uk