

# dotDigital Group Plc

## Appointment of AIM advisers

dotDigital Group Plc, (the “Company”) the PLUS quoted digital marketing agency, is pleased to announce the appointment of Zeus Capital in preparation for the Company’s Introduction to AIM in the first Quarter of 2011.

### **Peter Simmonds, Chief Executive, commented:**

*“Over the next two years dotDigital will accelerate its products under development, consider international expansion and selective acquisitions under the strict criteria we set out in our annual report.*

*“After considerable deliberation by the Board, we believe that a move to AIM is aligned with our aspirations to expand the awareness of dotDigital within our industry and to raise our profile amongst potential customers. We also believe that it will deliver a platform for the business as we move along the acquisition trail and in attracting additional talented staff to our ranks. We believe that AIM will provide increased liquidity in the Company’s shares and build investment interest from institutional and other investors.*

*“I am pleased that Zeus Capital has joined the Company’s advisory team. We sought an adviser who was experienced within our sector and who recognised the internal disciplines and reporting systems already established as a result of our quotation on PLUS.”*

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### **Enquiries:**

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### **Notes to Editors:**

dotDigital Group Plc is a full service digital marketing company 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)

Zeus Capital is a rapidly growing investment banking operation based in Manchester whose experienced team provides a relationship driven service. Zeus Capital provides quality financial advice and execution expertise in both public and private markets on all types of transactions, including flotations, mergers and acquisitions, debt restructuring, private placements and fundraisings. It has access to independent sources of capital and innovative funding solutions giving it the ability to operate a genuine best advice model for all businesses regardless of their size or position in the current market.