

**5 May 2011**

**dotDigital Group Plc**

(“dotDigital or the Group”)

**Appointment of Chairman**

dotDigital Group Plc (AIM:DOTD), the leading provider of search marketing services, email marketing, intuitive Software as a Service and managed services to digital marketing professionals, announces the appointment of Francis Beechinor-Collins (Frank Beechinor), to the Board, as Non- Executive Chairman.

Prior to this appointment, Mr Beechinor, aged 46, was for 11 years, CEO of One Click HR, an AIM quoted IT/Human Resources business of which he was a Co-founder. The Company operated in the UK and North America and had around 200 employees. Mr Beechinor oversaw the successful sale of the business to ADP, a \$4bn NYSE listed company, for US \$25m. In notable addition, he was for 5 years, Operations Director of GMCS, part of Grand Metropolitan, a UK based training services provider, with several thousand employees.

Mr Beechinor brings a great deal of corporate experience to the Board, gained over 25 years of working for and running public and private companies. He has a strong track record in M&A and brings with him a quality network of contacts in the fields of managed services and Software as a service.

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

*“Our team is very pleased to have Frank Beechinor joining us as Chairman. His overall business and sector experience to date will be a great addition to us and our collective outlook. He recognises the growth opportunity that dotDigital represents and sees the world of digital communications as the most appealing sector in which to focus his energies and expertise. We look forward to working with him to maintain and build on our competitive position”.*

Frank Beechinor has held the following directorships over the past five years:

**Current**

None

**Previous**

One Click HR Plc

Vizual Business Tools Plc

Vizual Learning Ltd

Vizual Business Tols (PTY) Ltd. India

No further information is required to be disclosed pursuant to schedule 2 paragraph (g) of the AIM Rules.

**5 May 2011****Enquiries:**

<b>dotDigital Group Plc</b> Peter Simmonds, Chief Executive	020 7654 8686
<b>NOMAD and Co- Broker</b> <b>Zeus Capital</b> Ross Andrews/Nick Cowles	0161 831 1512
<b>Co- Broker</b> <b>Charles Stanley Securities</b> Dugald J.Carlean/ Luke Webster	020 7739 8200
<b>Financial PR</b> <b>Hansard Communications</b> Guy McDougall	020 7245 1100