

## **dotDigital Group Plc (the “Company”)**

### **Shareholding**

The Company has been informed that on 24 April 2009, Chase Nominees Ltd, on behalf of Cadrela Malta Limited, increased its shareholding to 55 million ordinary shares in the Company (representing 4.25% of the issued share capital) through the purchase of fifteen million ordinary shares.

The shareholding announcement made on 16 July 2008, regarding the purchase of 40 million shares, incorrectly stated the beneficial holder. The announcement should have stated the holder of the shares as Cadrela Malta Limited.

**28 April 2009**

#### **Enquiries:**

**dotDigital Group Plc**

Peter Simmonds, CEO

Tel: 0845 337 9170

**Alfred Henry Corporate Finance**

Jon Isaacs/Nick Michaels

Tel: 020 7309 2222

**Haggie Financial LLP**

Kathy Boate

Tel: 020 7417 8989

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