

dotDigital Wins Growth Strategy Of The Year At National Business Awards

Digital marketing company recognised for outstanding organic growth

London, 10th November 2009 – [dotDigital Group](#) PLC has won the Business Link Growth Strategy of the Year Award at the 2009 [National Business Awards](#). The full service digital marketing company, which is quoted on the PLUS market, was recognised for its organic growth strategy that has achieved outstanding levels of sales, profit and market share improvement.

The [dotDigital Group](#) has recently announced strong growth figures for 2008-09, despite a challenging economic climate. The Group revealed a revenue increase of 91% to £4.7m, driven by an aggressive expansion and new business strategy. Customer numbers increased 113% from 1,072 to 2,282 over the last 14 months, with the Group adding a roster of high profile clients including DHL, Kodak, Nationwide and EDF Energy.

Peter Simmonds, CEO of dotDigital Group PLC, said: “In a competitive industry sector, we have consistently demonstrated that we can grow our business by recognising and servicing the needs of our clients and customers. This award is recognition that our team of digital marketing experts have been able to deliver products and services that offer fantastic ROI and stand up against our competitors.”

Over the last three years, the dotDigital Group PLC has transformed itself from a niche website design agency and email service provider into one of the UK’s leading full service digital marketing agencies. In that time, a series of new business units have been created and the Group is now made up of four main brands: [dotMailer](#), [dotCommerce](#), dotEditor and [dotAgency](#).

Philip Forrest, Chairman of Judges, The National Business Awards, said: “It was a close call, but dotDigital beat out other organisations for The Growth Strategy of the Year Award, with its bold strategy and excellent presentation. The judges agreed dotDigital had a clear integrated strategy which made their proposition attractive to all stakeholders, in turn providing a platform for strong continuous growth.”

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Notes to Editors

About dotDigital Group PLC

dotDigital Group was established in 1999 as Ellipsis Media Ltd, specialising in bespoke website design and development. The dotMailer email marketing platform was developed that year, originally as an email solution to meet the considerable needs of the BBC. Over the past nine years, Ellipsis Media and dotMailer have experienced exceptional levels of growth by focusing on meeting clients' web and e-marketing needs and providing outstanding client service. dotDigital Group now employs an in-house team of over 55 highly talented web and email marketing specialists, focused on helping customers with any aspect of web and online marketing for acquisition, retention and value driving.

The Group is made up of four main brands and business units, each with high level expertise in four key digital marketing areas: **dotMailer** (market leading email marketing platform), **dotCommerce** (an ecommerce solution), **dotEditor** (a content management system) and **dotAgency** (the Group's in-house creative agency team specialising in website design, build, digital marketing strategy and SEO). The Group is listed on the PLUS market. More information can be found at <http://www.dotdigitalgroup.com/>

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