

## **dotDigital Group Plc**

### **Directorate Appointment**

dotDigital Group Plc (“dotDigital” or the “Company”) (PLUS: DOTP), the full service digital marketing agency and market leader in email marketing services, is pleased to announce the appointment of Gordon (“Skip”) Fidura, MBA, as Digital Director with immediate effect.

Skip, 40, brings to dotDigital extensive global experience and expertise in digital and direct marketing. A director with Warehouse Marketing Limited since 2006, Skip is also Vice Chairman of the Email Marketing Council, part of the Direct Marketing Association in the UK. Prior to joining dotDigital in January 2009 as a senior manager, Skip launched the Email Marketing & Digital Dialogue consultancy within OgilvyOne Worldwide in London. Here he grew the consultancy team whilst successfully developing the agency’s email and digital practice.

Skip has also held senior management roles within Digital Impact, a leading US digital marketing solutions agency, becoming Director of European Operations after helping establish the first overseas office in the UK.

Current directorships:-

Warehouse Marketing Limited

Previous directorships:-

None

There are no further disclosures in relation to Gordon Fidura which are required to be announced pursuant to Paragraph 18 of Appendix 1 of the PLUS Markets "Rules for Issuers."

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

“Digital marketing levels the playing field by creating opportunities for innovation so that smaller companies can compete with global heavyweights. We are committed to providing customers of every size with the best possible advice and Skip is the ideal guide for clients who hope to make the most of the tools available to them online, but lack the strategic marketing experience to understand how they can work together.”

#### **Skip Fidura, Digital Director, dotDigital Group Plc, commented:**

“I believe that dotDigital represents a new breed of agency which sets the standard amongst digital marketing companies worldwide. Our technology platform is winning recognition as being the most capable in the UK and, with our exceptional customer advice and support, ensures that we can provide a full service offering built around client needs in the digital economy. This is

allowing us to recommend fresh innovative strategies which deliver results against measurable business objectives.”

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**Enquiries:**

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