

## dotDigital Group Plc

### Pre-Close Trading Update

dotDigital Group Plc (“dotDigital” or the “Company”) (PLUS: DOTP), the full service digital marketing agency and market leader in email marketing services, announces a trading update for the six months ended 31 December 2009.

In the forthcoming interim statement the directors look forward to reporting on a period of continued strong turnover growth with an anticipated like for like increase in excess of 40%. During the period, the Company committed further investment in staff recruitment, taking the headcount to 74 across the three offices: Croydon, London Bridge and Manchester.

The directors anticipate that the returns on this investment will be seen through continued growth in the email marketing client base and expansion into new areas within the Company. Consultancy, ecommerce services and search engine optimisation operations are now fully operational and starting to deliver revenues in line with expectation.

The Company continues to manage its cash prudently with a net balance as at today’s date in excess of £2m. However, plans are in place which will see the commitment of a significant proportion of the available funds to external investment during the second half period. Such investment will be based on a strict set of criteria with the aim of expanding into new profitable areas in a manner which will be immediately earnings enhancing.

The directors look forward to announcing the interim results towards the middle of March 2010.

**11 January 2010**

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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.