dotDigital Group Plc

Launch of new service package

Professional Services offering to provide competitive advantage

dotDigital Group Plc (PLUS: DOTP) ("dotDigital" or the "Group"), the full service digital marketing company, is pleased to announce, following new customer demand, the launch of a new service under the banner of Professional Services. The budgeted forecast sales (in the remaining eight months of the current financial year) from this new offering are expected to be in the region of £200,000.

The Professional Services offering encompasses all the digital marketing capabilities of dotDigital: email marketing, website design and content management systems, e-commerce capabilities, search engine optimisation and creative work, but tailored to each potential customer's needs. This comprehensive service is appealing to new customers looking for a straightforward and complete package, and uptake has already been strong.

One of the Group's central objectives is the continual diversification away from the historic bias of email marketing-based income towards other revenue generating media services. A complete professional marketing offering enables the Group to provide, under a single customer agreement, the whole suite of products available from dotDigital thereby fostering better quality, longer lasting customer relationships.

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

"We are committed to an ever increasing bias towards recurring revenues from a diversified base of customers and services. Moreover we believe that we have sufficient brand recognition, principally through our market leading dotMailer product platform, to attract customers to the products within our other two operating divisions: dotCommerce and dotAgency, and this new offering, which will be operating under the latter division, should see additional new client interest.

"Our Professional Services team is headed by Skip Fidura who recently joined our Board from OgilvyOne and brings considerable knowledge and wisdom on all things digital marketing related and we look forward to seeing this new area develop."

6 October 2009

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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 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 and www.dotmailer.co.uk