

# Dealgroupmedia increases search client wins

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dealgroupmedia, the dedicated online marketing group, has signed up a significant number of new clients to its search engine marketing service range since the beginning of January following its takeover of Webgravity late last year.

New clients include Comet, Coral Eurobet, All Cars, Cancer Research, Reed Health and the Central Office of Information, each representing a new venture into search engine marketing with dealgroupmedia.

Nicky Lapino, Chief Operations Officer at dealgroupmedia attributes the wins to the group's ability to offer a broad approach to online marketing through its wide service offering encompassing performance based marketing, online advertising inventory and search engine marketing. All services are focused on delivering a measurable return on investment for clients' marketing budgets and are selected to offer the best solution to deliver individual customer objectives.

Nicky Lapino commented: "The new client wins for our Search channel have included a range of major brands attracted by the comprehensive services we offer. Clients can 'cherry pick' a pricing model and channel that suits them and we can measure the results of our strategies. This has enabled us not only to cross sell to existing clients but to also win new clients looking to place their various online marketing requirements with one provider. We provide balanced advice on the best possible channel for new clients to take. Search is growing faster than ever before."

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Notes to Editors

dealgroupmedia is a leading online marketing group. The company uses a range of online channels and media to deliver the highest possible return on investment for its clients, including performance based marketing, online advertising inventory on major portals and targeted websites, and search engine marketing. All business is assessed to ensure return on investment is delivered for clients with over

60% percent of fees performance-based, i.e. clients only pay on results.

Founded in 1999, the company now has more than 350 clients, including the AA; BT; First Direct; John Lewis; Powergen; RAC; Tiscali; Virgin Wines; William Hill and Woolworths. Marketing and media buying agencies using dealgroupmedia include: Carat; Ehs Brann; Manning Gottlieb Media; Tequila; Zenith and more.

dealgroupmedia delivered customers worth more than £150 million in sales to its advertisers in 2003 - an estimated 20 percent of the total sales generated by the performance-based marketing sector.

In October 2003 the company merged with IBNet plc in a reverse takeover and is now listed on the London Stock Exchange (AIM).

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