

dotMailer Set To Expand Digital Marketing Offerings Following Reverse Takeover

Submitted by: Wildfire
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- dotMailer converts to Plus Market quoted PLC status by reverse takeover
- dotMailer founders and MD to spearhead future growth
- Group renamed dotDigital Group PLC

London, 19th January 2008 – Digital marketing agency dotMailer (<http://www.dotmailer.co.uk/>) has entered into an agreement with West End Ventures PLC (a PLUS-listed investment vehicle) that will see the combined entity trade as dotDigital Group PLC. The move will allow the company to consolidate its position and further develop its range of products and services in order to continue to equip customers with a comprehensive portfolio of tools for all their digital marketing needs.

dotMailer's three founders and current MD will be in control of the development of dotDigitalGroup PLC and will own approx 77% of the company's shares. An application has been made for dotDigitalGroup PLC to be admitted to trading on the PLUS Market, with the Directors expecting the admission to become effective and trading to commence on 2nd February 2009.

The newly positioned group will incorporate dotMailer's existing portfolio of services and support for existing and new customers. These include email marketing (<http://www.dotmailer.co.uk/>), website and microsite development (<http://www.dotmailer.com/>), e-commerce (http://www.dotmailer.com/digital_marketing/products/dotcommerce_online_shop_solutions/default.aspx) packages and content management systems (http://www.dotmailer.com/digital_marketing/products/doteditor_cms/default.aspx).

Peter Simmonds, MD, dotMailer:

"The admission to PLUS concludes a year of positive development for dotMailer. During 2008, we grew by revenue by 97% and profits by 118% and have successfully launched new products, diversified the business into other niche digital marketing products and services, accelerated our customer growth and were named as one of the Deloitte Fast 500 Companies in EMEA. As a public company, 2009 brings a wealth of new opportunities with a strengthened operational management team and a healthy bank balance. This will allow us to continue to grow and expand our offerings through internal development and possible acquisitions."

dotDigital Group PLC will be made up of three businesses initially:

- dotMailer (<http://www.dotmailer.co.uk/>), the email marketing company that provides over 2,000 users with high deliverability and advanced ROI-boosting features through an intuitive and easy-to-use interface;
- dotAgency (<http://www.dotmailer.com/>), the digital marketing specialists that offer design, website creation, search engine optimisation and strategic digital marketing consultancy; and
- dotCommerce (http://www.dotmailer.com/digital_marketing/products/dotcommerce_online_shop_solutions/default.aspx), offering an affordable, flexible and scalable off-the-shelf ecommerce solution that fits like a tailored

solution.

dotMailer has grown its active customer base by 486% in the last two years, acquiring a range of digital and email marketing clients including HQHair, Fairtrade, Tarmac, Somerset House, Hotmail and Kodak.

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Notes to Editors

About dotMailer

dotMailer is a UK-based, industry-leading provider of digital marketing solutions, backed up by a dedicated client services team to help customers get the most from their investment in email and digital marketing programmes. The dotMailer permission-based email marketing system allows users to create or edit high-impact HTML emails and manage all aspects of their email campaigns from the desktop via a secure web interface. dotMailer offers the industry's most powerful campaign measurement tools, including conversion and ROI tracking. dotMailer also offers a range of design and development services including a content management system, e-commerce platform, prospect tracking and survey tools.

For media information, please contact:

Danny Whatmough / Kate Solomon

Wildfire PR

Tel: +44 20 8339 4420

Email: dotmailer@wildfirepr.co.uk