

dotDigital Group plc adds weight to board in preparation for international expansion

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Simone Barratt joins as non-executive Director after serving as President of e-Dialog

London, UK, 22 October 2012 - dotDigital Group Plc (<http://www.dotdigitalgroup.com/>), the leading provider of intuitive software as a service and managed services to digital marketing professionals, announces the appointment of non-executive Director, Simone Barratt, previously President of eBay group company, e-Dialog, at a critical juncture in the company's development.

Prior to serving as global President of eDialog, a digital marketing company, Simone held the position of UK Managing Director for over 10 years. With a background of growing a multi channel marketing platform across EMEA and APAC as well as the USA, Simone's experience to dotDigital Group will be invaluable to driving the company's vision and plans to expand internationally.

As a well-known and respected personality throughout the industry, Simone's appointment adds credence to dotDigital Group's position as an international leader in the email marketing and SaaS for digital marketing space. Her unique insights and knowledge of the industry will prove critical in re-affirming the company's position as a leading innovator throughout the digital marketing space.

"Email marketing is still a pivotal part of a digital marketers arsenal, and sits at the heart of our marketing automation platform," commented Tink Taylor, Chief Operating Officer, dotMailer. "Bringing Simone on board is a big part of dotMailer's initiative to consolidate its position as the market leader in this space both here in the UK and globally."

"dotDigital Group is at the centre of the industry in terms of providing high quality solutions to improve the quality of digital marketing campaigns," added Simone Barratt, non-executive Director, dotDigital Group. "By keeping email marketing as a key focus, but also innovating in areas such as social media marketing, search and analytics, the company continues to add value for marketers wishing to engage directly with customers in the digital age."

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About dotDigital Group

Founded in 1999, dotDigital Group plc has grown to become a leader in the provision of intuitive Software as a Service (SaaS) technology and tools for digital marketing professionals. The core product range of dotDigital Group consists of:

- dotMailer; a powerful email marketing automation platform
- dotSurvey; a uniquely flexible online survey tool

Alongside SaaS technology, dotDigital provides expert digital marketing services for businesses seeking dramatic growth through integrated, multi-channel engagement, conversion, acquisition and retention; including the following services:

- dotAgency; Website design and ecommerce
- dotSearch: Search and content marketing

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