

Please refer to the letter, enclosed with this election form, from the Chairman of Daily Mail and General Trust plc dated 18th December, 2007 concerning shareholder communications. Your choices are as follows:

Option 1 – Electronic communication: to receive email notifications of the availability of relevant shareholder documents on a website, please register at www.shareview.co.uk

and complete the simple on-screen registration process, or tick this box, fill in your email address below and return this form to Equiniti in the envelope provided. Ticking this box and providing your email address will result in you joining the Shareview service in accordance with its Terms and Conditions, which can be found online at www.shareview.co.uk/pages/equinitishareviewtsandcs.aspx

Email Address

Option 2 – Hard copy notification: to receive a hard copy notification of the availability of relevant shareholder documents on a website, you need take no action.

Option 3 – Paper communication: to receive shareholder documents in hard copy form, please tick this box and return this form by 6th February, 2008 to the Company's registrars, Equiniti, in the enclosed reply paid envelope.

You will receive the Annual Review for the financial year ending 28th September, 2008, and for each financial year thereafter, unless you write in to the Registrars (at the address set out below) stating that you wish to receive in hard copy form, the Annual Report & Accounts.

Please note that if you do not return this form or, if you are electing for Option 1 and you do not register online before 6th February, 2008, you will be deemed to have selected Option 2 (as set out above) and to have consented to the Company sending or supplying documents or information to you by making them available on a website, with a notification of their availability being sent to you in hard copy.

Name

Shareholder Reference

Additional Information

The Company's Annual Review, Report and Accounts and Annual General Meeting documents will be available online for viewing for a period of four weeks before the scheduled Annual General Meeting each year.

Guidance Notes

- Please refer to the enclosed letter and the section entitled 'Shareholder Communications' for information about the changes to communications between the Company and its shareholders under the Companies Act 2006.
- The Company reserves the right to send any document to shareholders in hard copy form should it consider it appropriate to do so.
- If you elect for Option 1 by registering your e-mail address at www.shareview.co.uk, or for Option 2, you do not need to return this form.
- You can change your instructions at any time by writing to the Company's Registrars, Equiniti, Aspect House, Spencer Road, Lancing, West Sussex BN99 6ZL.
- Please note that if you do not return this form or register online before 6th February, 2008 then you will be treated as having selected Option 2 above. As such, shareholder documents or information will not be sent directly to you, but will instead be available for you to view following their publication on the Company's website www.dmgmt.co.uk (or such other website as the Company may notify you).