

Daily Mail and General Trust plc
Notes on completing the Form of Proxy

- 01** A member entitled to attend and vote at the Meeting may appoint a proxy of his or her choice. If the Chairman is to exercise the proxy vote, the space should be left blank. If any other proxy is preferred, enter the name of the proxy in the space provided. A proxy need not be a member of the Company but must attend the Meeting in order to represent you.
- 02** In the case of a corporation, the Form of Proxy must be either under seal or signed by a duly authorised officer or attorney.
- 03** In the case of joint holders, the Form of Proxy must be signed by the first named holder of the shares.
- 04** Only members or their proxies may attend the Meeting. Only members personally present may vote on a show of hands.
- 05** Completion and return of the Form of Proxy will not prevent a member from attending and voting in person at the Meeting if the member so wishes.
- 06** Please indicate your vote by marking the appropriate boxes in black ink in the Form of Proxy. How you wish your proxy to vote on each of the resolutions. If no indication is given your proxy will have discretion to vote or abstain on those and all other resolutions or amendments thereto which may be voted on at the Meeting.
- 07** To be effective, the Form of Proxy, duly completed, must be lodged with the Company's Registrars, Loyds TSB Registrars, The Causeway, Worthing, West Sussex BN99 6ZL, no later than 9.00 a.m. on Monday 7th February, 2005.
- 08** A member may register a proxy appointment electronically via the Loyds TSB Registrars website, www.sharevote.co.uk, subject to the terms and conditions shown on the website. The deadline for submission of a proxy appointment in this way is the same as in Note 7 above. An electronic proxy appointment will be invalid unless it is lodged at the electronic address specified in this Note 8. Please note that any electronic communication found to contain a computer virus will not be accepted.
- 09** CREST members who wish to appoint a proxy or proxies through the CREST electronic proxy appointment service should first read Note (iv) on page 8 of the Notice of Annual General Meeting.
- 10** Shareholders may place their proxy card within an envelope using the freepost address overleaf if privacy is a concern.

Daily Mail and General Trust plc
Form of Proxy 2004

DMGT

Reference Number

Card ID

Account Number

You may submit your Proxy electronically at www.shareview.co.uk quoting the above numbers.

I/We being the registered holder of Ordinary shares of Daily Mail and General Trust plc, hereby appoint the Chairman of the Meeting or the under-mentioned person (note 01)

as my/our proxy to vote for me/us and on my/our behalf at the Annual General Meeting of the Company to be held on 9th February, 2005 and at any adjournment thereof.

Please indicate your vote by marking the appropriate boxes in black ink like this:

Please note that a 'Vote Withheld' is not a vote in law so will not be included in any calculation of votes cast.

Resolution	For	Against	Withheld	Special Business	For	Against	Withheld
01 To receive the Directors' Report, the Accounts and the Auditors' Report.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10 To confirm the appointment of Mr Beatty as a Director.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
02 To approve the Remuneration Report.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	11 To re-appoint Deloitte & Touche LLP as the Auditors.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
03 To declare a final dividend.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	12 To authorise the Directors to determine the Auditors' remuneration.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
04 To re-elect the Viscount Rothermere †§ as a Director.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	13 Special Resolution. To give authority to make market purchases of the Company's own Ordinary Shares.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
05 To re-elect Mr Hemingway *§ as a Director.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	14 Special Resolution. To give authority to make market purchases of the Company's own 'A' Ordinary Non-Voting Shares.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
06 To re-elect Mr Gray ** as a Director.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	15 Ordinary Resolution. To give authority to allot securities up to a specified amount.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
07 To re-elect Mr Williams as a Director.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	16 Special Resolution. To disapply pre-emption rights.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
08 To re-elect Mr Dacre as a Director.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
09 To re-elect Mr Dunstone as a Director.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				

Signature(s) or Common Seal

Dated

Completion and return of this form of proxy will not prohibit Ordinary Shareholders from subsequently attending and voting at the meeting if they decide to do so.

* Member of the Audit Committee, † Member of the Remuneration Committee, § Member of the Nominations Committee

0985-001-9

BUSINESS SERVICE REPLY
LICENCE NO. SEA 10846

Lloyds TSB Registrars
The Causeway
Worthing
West Sussex
BN99 6ZL

The Roof Gardens
99 Kensington High Street (entrance on Derry Street)
London W8 5ED

Underground
→ High Street Kensington: District and Circle lines
→ Gloucester Road: Piccadilly, District and Circle lines

