

18th December, 2008

Dear Shareholder,

Shareholder Communications

At the Annual General Meeting held in February 2008, Ordinary Shareholders approved changes to the Company's Articles of Association to enable us to take advantage of new provisions in the Companies Act 2006 for communications between companies, shareholders and others.

Under the Act, a shareholder is assumed to have agreed to the Company publishing documents and information on a website if certain conditions are met and procedures followed. Shareholders can, however, ask for a hard copy of any document at any time.

You therefore have three options in relation to how you receive shareholder documents from the Company (including, without limitation, notices of meetings and copies of the Annual Report and Accounts).

Please note that, unless you are already registered with Shareview, the online information service operated by the Company's Registrars, Equiniti, in respect of your DMGT shares (see Option 1 below), if you take no action in respect of this letter, you will be deemed to have selected Option 2 and to have consented to the Company sending or supplying shareholder 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.

A. Receiving documents electronically by viewing them on a website

If you no longer wish to receive paper copies of shareholder documents, you can choose to receive them electronically by viewing them on the Company's website at www.dmgmt.co.uk (or such other website as the Company may notify you). If you choose this electronic method of communication we will notify you on publication of any relevant documents, explaining where and how to access them on the website and providing details of any necessary computer software.

Presently, in order to be able to view the documents on the website, you will need to have access to a PC or Mac with Netscape Navigator version 4.7 (or later version) or Microsoft Internet Explorer version 4.0 (or later version) web browser software. The only other piece of software necessary at this time to view the documents will be Adobe Acrobat Reader which can be downloaded free from the Adobe website at: <http://www.adobe.com/products/acrobat/readstep2.html>.

Option 1: Receiving e-mail notification of publication of documents on a website

If you wish to receive shareholder documents electronically as outlined above, you can choose to receive notification by e-mail of the publication of shareholder documentation on a website. **You can register for this option at Equiniti's Shareview website at www.shareview.co.uk.** This will also give you access to a range of other services and share information. Alternatively, you may complete your email address, where indicated, and return the card to Equiniti. Shareholders who have already registered with Shareview in respect of their DMGT shares will be deemed to have elected for Option 1 and need take no further action.

If you elect for Option 1 or if you are regarded as having elected for Option 1 because of your prior registration with Shareview, the Company reserves the right to send shareholder documents, as well as notifications of their availability, by e-mail.

Option 2: Receiving hard copy notification of publication of documents on a website

Alternatively you can choose to receive hard copy notifications of the publication of shareholder documents on the website. **To choose this option you need to take no action.**

B. Receiving hard copy documents through the post

Option 3: Receiving shareholder documents in hard copy

Shareholders can choose to receive hard copy documents through the post by completing the Shareholder Communications Election Form enclosed with this mailing letter, and returning it to Equiniti by 11th February, 2009. You will receive the Annual Report and Accounts for the financial year ending 4th October, 2009 and for each subsequent financial year, in hard copy.

Further information

The Company reserves the right to send hard copy documents to shareholders, for example where overseas securities laws do not permit electronic communications or in other circumstances where the Company in its absolute discretion considers that electronic delivery of such documents may not be appropriate.

Finally, shareholders can, at any time, change their decision on how they wish to receive shareholder documents by advising the Company's Registrars, Equiniti, Aspect House, Spencer Road, Lancing, West Sussex BN99 6ZL.

By taking advantage of electronic communications, shareholders will help the Company in reducing printing and mailing costs and also the impact of such activities on the environment.

Yours faithfully,

The Viscount Rothermere

Chairman