

**Interactive Prospect Targeting Holdings Plc**

("IPT" or "the Company")

**Holding (s) in Company**

Interactive Prospect Targeting Holdings Plc (AIM:IPH), Europe's largest direct online marketing group, announces that it was notified on 4 February 2008, as at close of business on 31 January 2008, Morgan Stanley Securities Limited has acquired in IPT 501,947 Ordinary Shares and now holds a total of 5,514,434 ordinary shares in the Company. This holding represents 12.32 per cent of the current total issued share capital of IPT

**- Ends -**

**For further information:**

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