

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 6 February 2008, as at close of business on 5 January 2008, AXA Investment Managers UK Ltd. has decreased its holdings in IPT by 3,114,373 Ordinary Shares and now holds 0 ordinary shares in the Company. AXA will still retain 4.34% of the voting rights in the Company.

- Ends -

For further information:

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