

Interactive Prospect Targeting Holdings Plc

("IPT" or "the Group")

Acquisition in France of NP6

IPT (IPH.L), the UK's leading online direct marketing company, is pleased to announce it has agreed to acquire the entire issued share capital of NP6 SAS for a maximum consideration of €9.95million (approx. £6.73million).

IPT has agreed to pay an initial consideration of €5.0million (approx. £3.38million) in cash. This has been funded by a new loan facility of €6.5million, which will cover the initial consideration and costs of the transaction.

In addition IPT has agreed to pay a maximum deferred consideration of €4.95million (approx £3.35million) to the management vendors based on achieving certain financial targets for the years ended 31 December 2007 and 2008. This deferred consideration will be satisfied by a combination of cash and shares (50:50), with the shares to be issued at the trailing 21 day average market price just prior to the time of issue.

NP6 is a leader in email broadcasting in France currently delivering over 300million email messages each month. The French on-line advertising market accounts for 27.2% of total European spend (UK 35.8%)

The acquisition is the second by IPT in Europe and together with its French subsidiary Directinet provides a major foothold in the rapidly expanding French online marketing sector. It is expected to be earnings neutral in 2007 and earning enhancing in the first full year of ownership.

Commenting Lionel Thain, CEO, IPT said: "NP6 is an established and successful company, well known for the quality of its products and the high standard of service it provides to its customers. We look forward to being able to offer these services to all of the Group's customers."

NP6, founded in 1999, services over 140 blue chip clients from a wide range of industries. These include Cdiscount, ChateauOnline, Fortuneo Direct Finance, Cofinoga and Cultura.com.

IPT Group currently provides online direct marketing to over 1,000 clients in the UK and France. Its clients include American Express; Dell; Littlewoods; The Open University; Procter & Gamble; AXA PPP; Tesco; Sky; Dixons; Scottish Power; Sainsbury's; RAC; Alliance & Leicester; Lloyds TSB; Renault, SFR, BNP, Francaise des Jeux; Dial-a-Phone, Kuoni Travel, ebookers, Universal Group and BCA.

NP6

Since the financial year ended 31st December 2002 NP6 has produced strong financial growth and operating profitability.

Revenue has increased successively for the past three years from €1.17million in 2002 to €3.2million for 2006, a compound sales growth of 29% per annum. EBITDA has grown from €0.26million in 2004 to €1.04million for 2006.

NP6 is an ASP based service provider focusing on the delivery of multi-channel direct marketing services. It is one of the top three French providers of on-line loyalty initiatives. NP6's clients use its solution to develop, retain and strengthen customer relationships through highly relevant, timely and targeted communication programs.

NP6 operates from a custom built facility in Bordeaux and currently has 26 employees. The three founders, Stephane Zittoun, President, Cedric Notario, Network Manager, and Jerome Laplace, CTO, will remain with the enlarged group.

Commenting, Mr. Zittoun said: "NP6 and IPT are both market leading companies in their territories. We are delighted to form part of an enlarged group with a shared strategy of becoming the clear leader in email marketing services in Europe."

- Ends -

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For further information on the Company, please see <http://www.iptholdings.co.uk>