



Press Release

10 July 2007

Interactive Prospect Targeting Holdings Plc

(“IPT” or “the Group”)

Appointment of Director

Interactive Prospect Targeting Holdings plc (AIM: IPH), the UK’s leading online direct marketing company, is pleased to announce the appointment to the Board of Jerome Stioui as an executive Director with immediate effect. Jerome Stioui, aged 31, is Chairman and CEO of Directinet SA which was acquired by IPT in May 2006. Following the completion of the successful integration of Directinet into the Group, he now joins the Board.

Mr. Stioui graduated from HEC, France’s leading Business School, and worked with strategic consulting firms such as Corporate Value Associates (CVA) and Bain & Company on M&A, before becoming one of the founders of Directinet. He is seen in France as a pioneer of the E-Mail Marketing Industry and is a member of the main professional associations: SNCD, IAB, EBG, Cercle du Marketing Direct & ACSEL.

Lionel Thain, Chief Executive Officer of IPT said:

“I am delighted with the appointment of Jerome Stioui. He has been fundamental in the successful integration of Directinet into the Group’s operations and his appointment reflects the increasing importance that IPT places on growth outside the UK.”

There is no other information to disclose in accordance with Schedule 2(g) of the AIM rules

- Ends -

For further information:

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Notes to editors

Interactive Prospect Targeting Holdings Plc is Europe's largest online direct marketing group. The Group has developed the leading database of its kind, distributing customer information to over 1,000 clients in the UK and France, the top two European spenders on direct marketing.

IPT is split into four main divisions: customer acquisition; data rental; outsourced online data management and online market research. These divisions combine to make IPT a full service provider. The Group hosts several data gathering websites including the flagship site, "MyOffers.co.uk."

Founded in 1999, IPT has delivered year on year profitable growth, and in December 2004 the Group listed on the AIM market of the London Stock Exchange. The Group is headquartered in London and employs 250 people, still retaining members of its highly experienced management team since its conception.

The online direct marketing sector has grown from a £24m market in 2003 to a £265m market in 2006.

Further information on the Company is available at www.iptholdings.co.uk