

Interactive Prospect Targeting Holdings Plc

(“IPT” or “the Group”)

Pre-Close Trading Statement

Interactive Prospect Targeting Holdings plc (AIM: IPH), Europe’s largest direct online marketing group, today announces a trading update for the half-year ending 30 June 2007.

The Directors expect revenues for the half-year ended 30 June 2007 to be in the region of £15m (2006: £9.8m) with EBITDA in the region of £1.9m (2006: £2.5m).

As the Group announced on 27 March 2007 the first half of the current financial year has been negatively impacted by a sales execution problem. This problem was technology related and resulted from product delivery issues with one specific internet based e-mail service provider. Following a number of active steps taken by management, IPT has recovered from this specific issue and has subsequently significantly strengthened its technology and operational processes.

Trading levels have improved during the period since March culminating in a strong performance in June. Furthermore, Directinet performed well and the exciting acquisition of NP6 will further strengthen the Group’s position in France.

IPT will announce its Interim Results on 27 September 2007.

Commenting, Lionel Thain, Chief Executive Officer, said: “As a result of the changes made since February, IPT now believes it is better equipped than ever before to achieve its objectives in an ever changing operational environment. Demand has remained strong for IPT’s products and I remain confident of the outcome for the year.”

- 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