

Interactive Prospect Targeting Holdings Plc

("IPT" or "the Group")

Purchase of own shares

Interactive Prospect Targeting Holdings plc (AIM: IPH), Europe's largest direct online marketing group, announces that on 20 July 2007 the Group purchased 25,000 ordinary shares of 0.4 pence each in the capital of the Group at a price of 139 pence per share. IPT intends to hold the purchased shares in treasury.

This purchase equates to approximately 0.056% of the Group's current total issued share capital.

Other than these shares, the Group has 44,775,702 ordinary shares in issue. This purchase was made pursuant to the special resolution passed at an Extraordinary General Meeting of the Group on 14 May 2007 at which IPT was generally authorised to buy back shares representing up to 5 per cent of the Group's current issued share capital.

- Ends -

For further information:

IPT Holdings plc

Lionel Thain, Chief Executive

lionel@ipt-ltd.co.uk

Tel: +44 (0) 20 7932 4101

www.ipt-ltd.com

Canaccord Adams

Mark Williams, Corporate Finance

mark.williams@canaccordadams.com

Tel: +44 (0) 20 7050 6500

www.canaccordadams.com

Media enquiries:

Abchurch

Charlie Jack/ Hugo Jenkins

hugo.jenkins@abchurch-group.com

Tel: +44 (0) 20 7398 7700

www.abchurch-group.com

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