

**Interactive Prospect Targeting Holdings Plc**

("IPT" or "the Group")

**Director / PDMR Shareholding**

Interactive Prospect Targeting Holdings Plc (AIM:IPH), Europe's largest direct online marketing group, announces the sale by Lionel Thain, Chief Executive and simultaneous purchase by his Self-Invested Personal Pension ("SIPP") scheme of 178,479 shares at 111.5 pence per share today. Following this transaction Lionel Thain's beneficial interest remains unchanged at 6,155,210 shares, of which 5,976,731 are held directly by himself with the remainder of 178,479 held in his SIPP. Lionel Thain's holding in IPT is 13.73 % of the total issued share capital.

**- Ends -**

**For further information:**

**IPT Holdings plc**

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