

Interactive Prospect Targeting Holdings Plc

("IPT" or "the Company")

Holding (s) in Company

Interactive Prospect Targeting Holdings Plc (AIM:IPH), Europe's largest direct online marketing group, announces that it was notified on 6 February 2008, as at close of business on 5 January 2008, AXA Investment Managers UK Ltd, now holds 1,947,843 Ordinary Shares. This holding represents 4.34% of the total issued share capital of IPT as at 5 January 2008.

- Ends -

For further information:

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