

Interactive Prospect Targeting Holdings Plc

('the Company')

Issue of Equity

The Board of Interactive Prospect Targeting Holdings Plc ('IPT' or the 'Company') announces that it has allotted 2,917,222 Ordinary Shares of 0.4p each in the capital of the Company (the 'New Shares') in satisfaction of the second of three tranches of performance-based consideration payable by the Company in connection with the acquisition of Directinet SA, announced on 24 May 2006. This tranche is in respect to the earn-out period to December 31 2007 and represents the maximum possible consideration under the acquisition agreement. The New Shares were issued in accordance with the terms of the agreement to acquire Directinet and at an effective price of 40.5p.

The Company has also allotted 2,539,818 Ordinary Shares of 0.4p each in the capital of the Company (also the 'New Shares') in satisfaction of the first of two tranches of performance-based consideration payable by the Company in connection with the acquisition of NP6, announced on 15 June 2007. This tranche is in respect to the earn-out period to December 31 2007 and represents the maximum possible consideration under the acquisition agreement. The New Shares were issued in accordance with the agreement to acquire NP6 and at an effective price of 39.1p.

The New Shares will rank pari passu with the existing Ordinary Share capital of the Company and have been allotted and issued as fully paid.

Application has been made for the New Shares to be admitted to trading on AIM and dealings are expected to commence on 7 May 2008.

Following admission, the total issued Ordinary Share capital of the Company has increased to 50,292,245 Ordinary Shares of 0.4p each.

- Ends -

For further information:

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