

Press Release 31 January 2008  
Interactive Prospect Targeting Holdings Plc  
("IPT" / the "Company")

#### Pre Close Trading Statement

Interactive Prospect Targeting Holdings Plc (AIM:IPH), one of Europe's leading online direct marketing companies, today announces a trading update for the year ending 31 December 2007.

Following the Trading update issued on 18 December 2007, the Directors confirm that revenues for the year ended 31 December 2007 are in line with market expectations. As previously reported, the French operations, which include the acquired businesses Directinet and NP6, have maintained a clear course of strong growth. The second half of 2007 is expected to produce record revenue in the Company's UK operations; however the Group's operating expenses are now expected to be higher than anticipated at the time of the last trading statement. Half of this increase relates to a more prudent approach to debtor provisioning, non-cash items, relocation costs and costs relating to the ongoing discussions mentioned below. The balance of the items relate to unaccrued sales commissions and other miscellaneous items.

IPT will announce its preliminary results on 31 March 2008.

As per the Trading update on the 18 December 2007 the Group remains in discussions with a number of parties which may or may not lead to an offer for the Company. However the Board reiterates that there is no certainty as to the outcome of these discussion or the timing thereof. The Company will update shareholders as matters progress.

Commenting, Lionel Thain, Chief Executive Officer, said: "as a Board we are extremely disappointed to be notifying shareholders of a further reduction in operating profit. 2007 has been a challenging year on a number of fronts which has resulted in us reorganising a number of parts of the business to refocus and strengthen our operations."

□ Ends -

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