

# form of proxy

I/We (note 8)..... (block letters)  
of .....  
being a member/members of Deal Group Media plc (the Company) hereby appoint the duly appointed Chairman of the meeting or,  
failing him (note 5)

.....  
as my/our proxy to vote for me/us and on my/our behalf at the Annual General Meeting of the Company to be held on 6 June 2006, 11.00am at  
Abchurch Communications, 100 Canon Street, London EC4N 6EU and at any adjournment thereof, in the manner specified below.

RESOLUTIONS	FOR	AGAINST
1. To receive and adopt the directors' report and accounts.		
2. To re-elect John Porter as a director		
3. To re-elect Dominic Trigg as a director		
4. To re-elect Keith Lassman as a director		
5. To re-appoint Grant Thornton as auditors of the Company and authorise the directors to determine their remuneration.		
6. To authorise the directors to allot shares (Section 80 Companies Act 1985)		
7. To authorise the directors to allot shares other than pro rata to shareholders. (Section 95 Companies Act 1985).		

Signature .....  
Dated ..... 2006

## Notes:

1. Please indicate by an 'X' in the space provided how you wish your votes to be cast. Without such directions the proxy will vote or abstain at his/her discretion.
2. In the case of a corporation, this form of proxy must be given under the common seal, or under the hand of an officer, attorney or other person duly authorised to sign it.
3. In the case of joint holders, the vote of the senior who tenders the vote will be accepted to the exclusion of all others, seniority being determined by the order in which names stand on the Register of Members.
4. To be valid, this form of proxy, duly executed, and the power of attorney or other authority (if any) under which it is executed or a certified copy of such power or authority must be received at the Company's Registrars, Capita IRG plc at PO BOX 25, Beckenham, Kent BR3 4BR not later than 48 hours before the time appointed for the meeting.
5. If a member wishes to appoint any other person to act as proxy, insert the name in the space provided and strike out all other appointees. The proxy need not be a member of the Company.
6. Completion of this form will not preclude you from attending and voting at the meeting if you wish.
7. Any alteration to this form of proxy must be initialled.
8. Please insert your name and address.
9. CREST members who wish to appoint a proxy or proxies by utilising the CREST electronic appointment service may do so for the meeting and any adjournment(s) thereof by utilising the procedures described in the CREST Manual. CREST personal members or other CREST sponsored members and those CREST members who have appointed a voting service provider(s), should refer to their CREST sponsor or voting service provider(s), who will be able to take the appropriate action on their behalf.

In order for a proxy appointment made by means of CREST to be valid, the appropriate CREST message ("Crest Proxy Instruction") must be properly authenticated in accordance with CRESTCo's specifications and must contain the information required for such instructions, as described in the CREST Manual. The message, regardless of whether it constitutes the appointment of a proxy or an amendment to the instruction given to a previously appointed proxy, must, in order to be valid, be transmitted so as to be received by the issuer's agent (ID RA10) by the latest time for receipt of proxy appointments specified in the Notice of AGM and in Note 4 of this form of proxy. CREST members and, where applicable, CREST sponsors or voting service providers are referred, in particular, to those sections of the CREST Manual concerning practical limitations of the CREST system and timings.

The Company may treat as invalid a CREST Proxy Instruction in the circumstances set out in Regulation 35(5) of the Uncertificated Securities Regulations 2001.

BUSINESS REPLY SERVICE  
Licence No. MB 122

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Capita Registrars  
Proxy Department  
PO Box 25  
Beckenham  
Kent BR3 4BR