

Debt Free Direct Group plc

8 September 2005

DIRECTORS' DEALING

Debt Free Direct Group plc (the "Company") announces that it has received notification that Mr Gren Folwell, Chairman of the Company, exercised warrants over 150,000 ordinary shares in the Company on 7 September 2005 at an average price of 10p per ordinary share. Mr Folwell's holding following this transaction is 170,000 ordinary shares of 1p each representing 0.46% of the Company's ordinary issued share capital indicated below.

Application has been made for 150,000 ordinary shares of 1p each in the Company, which were issued pursuant to the exercise of the warrants described above, together with a further 50,000 ordinary shares also issued pursuant to the exercise of warrants to be admitted to trading on the Alternative Investment Market of the London Stock Exchange.

The new shares will rank pari passu with the existing ordinary shares in the Company. Trading in the new shares is expected to commence on 15 September 2005. The total number of shares in issue and admitted to trading will then be 37,149,187.