

Debt Free Direct Group plc (“Debt Free Direct” or the “Company”)

15 December 2005

#### Directors’ dealings

The Company announces that it has today received notification of the following directors’ dealings, all of which took place on 14 December 2005:

Andrew Redmond, Chief Executive, sold 916,042 ordinary shares of 1p each in the capital of the Company (“Ordinary Shares”) at 220p per Share. Mr Redmond has also sold an additional 2,251,874 Ordinary Shares at 220p per share for personal reasons. Following this sale he is beneficially interested in 2,286,764 Ordinary Shares, representing approximately 6.15 per cent. of the issued share capital of the Company.

Paul Latham, Finance Director, sold 916,042 Ordinary Shares at 220p per share. The beneficial interest of Mr Latham following the sale is 4,242,306 Ordinary Shares, representing approximately 11.4 per cent. of the total issued share capital of the Company.

John Reynard, Non-Executive Director, sold 916,042 Ordinary Shares at 220p per share. The beneficial interest of Mr Reynard following the sale is 4,274,365 Ordinary Shares, representing approximately 11.49 per cent. of the total issued share capital of the Company.

The founders have not sold any Ordinary Shares since their acquisition of the Company in May 2001 and subsequent admission of its Ordinary Shares to trading on AIM at 40p in December 2002. The Directors believe that this sale of Ordinary Shares should improve the liquidity of dealings in Ordinary Shares and that the marketability of the Ordinary Shares will be increased by raising the proportion of Ordinary Shares held in public hands.

Messrs Redmond, Latham and Reynard have no current intention of selling further Ordinary Shares in the foreseeable future.

#### Contact:

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