

25th July 2008

DataCash Group Plc: DATA / Index: AIM / Sector: Support Services

DataCash Group Plc ('the Company')

Director Shareholding: Ashley Head Top Up Announcement

Under the terms of the top-up rights contained within the acquisition agreement between DataCash and Proc Cyber Services (UK) Limited, each time one of the Company's existing share options (which existed at the time of the acquisition) is exercised, Ashley Head, Executive Chairman of the Company, is entitled to subscribe for the equivalent number of new shares at the same price as the exercise price of the option exercised.

The Company has been notified today by Mr Head that he has subscribed for the following shares at the following prices:

Number of shares	Exercise price (p)	Number of shares subscribed for by Mr Head	Subscription price
4,600	196.0 pence	4,600	196.0 pence

Pursuant to subscribing for these shares Mr Head is beneficially interested in 39,835,324 shares representing 43.26 per cent. of the issued share capital of the Company.

There remain options over 324,171 DataCash shares. Mr Head has rights to subscribe for further new shares as and when these options are exercised.

- END -



For further information please contact:

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About DataCash

DataCash Group PLC (AIM: DATA), a market leading provider of payment processing solutions, provides merchants with a single interface that allows them to process secure payments, both on and offline, anywhere in the world.

DataCash also provides a range of value added services with its fraud and Risk Management solutions supporting AVS/CV2, 3-D Secure (Verified by Visa and MasterCard Secure Code) together with traditional rules-based screening.

DataCash provides first-class service reliability at a fraction of the price of an in-house solution, servicing clients within the retail, travel, telecommunications and gaming sectors.