

ASX ANNOUNCEMENT

For Immediate Release

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mcm entertainment group limited (ASX: MEG)

Digital Entertainment Network (DEN) announces ninemsn partnership

mcm entertainment groups ltd's (MEG) 100% owned subsidiary, mcm media pty ltd, announced today that the company's music video streaming service Digital Entertainment Network (DEN) has increased its hold on the Australian free legal music video streaming market with the announcement today of its partnership with ninemsn. ninemsn is an Australian 50/50 joint venture between Microsoft and PBL Media and effectively acts as the website for both the Nine Network and MSN.

Under the terms of the two year deal, ninemsn will use DEN to stream music videos from its 'Music Fix' site, as well as promoting it throughout the ninemsn network.

Todd Forest, Director of Content and Audience Experience at ninemsn commented: "Online video is an exceptional growth area for ninemsn and we believe our audience will welcome the addition of the DEN music clips to 'Music Fix'. We look forward to a very rewarding partnership with mcm media."

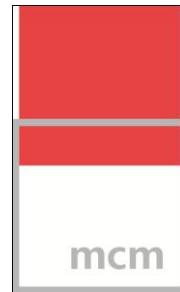
The ninemsn partnership is an important win for DEN, who has already partnered with News.com.au, The Daily Telegraph, APN's regional sites and Yahoo!7 Music. It also caps an excellent first six months for DEN, with an average of 5.5 million audio and video streams each month. DEN has also secured advertising support from a range of high profile brands including Coca-Cola, Blackberry, Fosters, the Federal Government, Optus, Sony, Smirnoff and Intel.

Tony McGinn, Group CEO of MEG, said "Consumer interest in online video is set for considerable growth which bodes well for the DEN. Since launching in July 2009 the DEN has grown significantly with consumers, publishers, advertisers and the music labels all benefiting from the distribution of this engaging content. mcm expect continued expansion in the Australian market and are planning to expand into international markets as well" said Mr McGinn.

mcm media has also announced significant enhancements to its DEN Online Video Platform which will offer publishers enhanced capabilities that include a new interface, faster CMS access, simple 'drag and drop' play list development; and improved analytics and reporting ability. The mcm Online Video Platform, called 'mvideo®', has been developed by MEG 100% owned subsidiary, mcm technical services pty ltd, and incorporates its proprietary analytics product, 'Camify®'.

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about DEN

DEN was launched in July 2009. It is a high quality music audio and video player that is distributed across some of the nation's leading entertainment sites, plus mcm's own take40.com and thehothits.com. The DEN offers consumers a large legal high quality free to stream music audio and video on demand thanks to its unique partnership with the top four major record labels – Universal Music, Sony music, Warner Music and EMI.

about mcm media

mcm media is a leading producer of national radio, online, television and mobile content and delivers innovative marketing solutions to its advertiser clients. It is renowned for its nationally syndicated radio brands including Take 40 Australia®, The Hot Hits® Live from LA, Party People, My Generation®, Cover to Cover, The Jono & Dano Show and Better Homes and Gardens® Radio Show.

mcm media also publishes two of the nation's top rating music entertainment websites, take40.com and thehothits.com. The company has developed and produced several television series, including Live at The Chapel® and Take 40 Live Lounge® and is a growing supplier of online audio and audio visual entertainment content.

mcm media is one of three operating subsidiaries of the mcm entertainment group, one of Australia's most progressive media entertainment, digital solution and new media technical innovation organisations.