



ASX ANNOUNCEMENT

For Immediate Release

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mcm entertainment group limited (ASX: MEG)

mcm announces News Ltd partnership

mcm entertainment group limited (MEG) today announced a strategic partnership with News Limited's digital flagship, NEWS.com.au.

The partnership will enable visitors to NEWS.com.au's entertainment pages to enjoy the latest audio and video music tracks from mcm's weekly Take 40® Chart including access to top 40 tracks from the past 25 years – all free.

Take 40® content will now be available beyond its own website, signalling a shift in mcm's digital strategy that takes its high-quality audio and video portfolio across the web in partnership with major media and content companies, who are keen to offer consumers rich streaming content.

This is made possible through mcm's proprietary Media Player and Media Management technology. Revenues will be generated by selling advertising space within the Media Player.

mcm's Chief Executive Officer Tony McGinn said the News Ltd partnership was ground breaking and flagged a significant step in building an affiliate network of sites across Australia offering mcm's syndicated audio and video music services.

The deal will significantly broaden the audience for the Take 40® Chart, with NEWS.com.au's entertainment pages achieving more than a million unique browsers each month. This will make the Take 40® offering more attractive to advertisers, though mcm has not yet projected likely revenue outcomes.

Mr McGinn said the success of the NEWS.com.au partnership would validate mcm's strategic shift.

"Our online strategy means we are now taking a growing library of music audio and video content to our audience via their favourite sites, rather than expecting everyone to come directly to our sites" said Mr McGinn.

"We are also working on partnerships that will extend our content to other media platforms and continue to widen our audience reach, thereby increasing our appeal to advertisers.

"We want digital music streaming to be accessible everywhere, much like the soft drink distribution model. It is digital music streaming via a virtual vending machine, but consumers don't pay for it."



The partnership implements mcm's strategy that seeks to lead the online music entertainment category as large traffic publishers and websites look to enhance their streaming offering.

Anchored on a business exchange model, large traffic websites such as NEWS.com.au will be offered high-end entertainment content in exchange for premium advertising rights and revenue within that content granted to mcm.

Mr McGinn said "This model offers consumers the freedom to access highest-quality music to enjoy via their regular and favourite sites. Popular high-volume websites like NEWS.com.au can secure music and video content at no cost and the promise of incremental advertising revenue and increased site loyalty.

"And advertisers have a fresh opportunity to reach music consumers on a much larger scale across a network of online channels. A growing network of sites offering mcm's unique music audio and video streaming solution also creates a powerful outlet for our music label partners as well, particularly given every track is just one click away from a digital download purchase from BigPond Music." he said.

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about mcm entertainment

mcm entertainment is one of Australia's most innovative media entertainment groups. With an expertise in music and entertainment media production, mcm creates advertiser driven properties across traditional and new media platforms.

mcm is renowned for its nationally syndicated radio brands including *Take 40 Australia*®, *The Hot Hits*®, *Planet Rock*®, *My Generation*® and *The Jonathan Coleman Experience*.

The group also publishes several of the nation's top rating music entertainment websites, including take40.com and thehothits.com.

mcm entertainment has developed and produced several television series, including *Live at The Chapel*® and *Take 40 Live Lounge*®.

mcm supplies programming to hundreds of radio stations, free to air and subscription TV networks as well as publishing its own internet and mobile content.