



ASX ANNOUNCEMENT

For Immediate Release

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mcm entertainment group limited (ASX: MEG)

mcm announces agreement with Telstra

mcm entertainment group limited (MEG) has today announced an agreement with Telstra Corporation to enable Telstra Next G™ mobile phone customers access to Australia's first daily global digest of Take 40 Australia® produced by mcm entertainment (mcm).

Take 40 Australia® is Australia's music entertainment market leader with a 25-year heritage.

Hosted by Andrew G, mcm's new daily Take 40 Australia® mobile episodes on the Telstra Next G™ network is available through BigPond TV. It will consist of a daily four-minute global mash-up of chart updates, fresh tracks, artist chats, tours, news and what's hot.

The daily Take 40 Australia® mobile episodes are mcm's first foray into mobile content and cement its cross-media strategy to offer premium entertainment content on radio, TV, online and now 3G mobile devices.

The agreement will be anchored on a revenue sharing model, whereby Telstra and mcm will share subscription and advertising revenues.

mcm's Chief Executive Officer, Tony McGinn, said: "Supplying Take 40 Australia® mobile episodes on Australia's largest and fastest national mobile network meant consumers can now enjoy a fresh daily music entertainment update on the bus, train, tram or ferry or in a café over their morning coffee.

"It reinforces mcm's cross-media strategy, which is to offer entertainment to consumers via every possible media platform, at a time and format of their own choosing.

"For our advertising customers it means access to unique and additional avenues to embed their messages within mcm's Take 40 Australia® brand.

"This is the first made-for-mobile 'produced' music content in Australia consisting of daily short form episodes hosted, written, compiled and produced solely for mobile audiences. They are designed to be up-to-minute entertainment snacks to enjoy when you have a few spare minutes.

"Our deal with BigPond demonstrates mcm's commitment to building audiences in new media, while ensuring we continue our audience growth in our traditional markets."



Telstra Next G™ customers can watch the daily Take 40 Australia® mobile program via mobile on BigPond TV through either a monthly subscription service, with access to each of the seven daily episodes as many times as they want, or a casual subscription per episode.

Advertising on the daily Take 40 Australia® mobile will be via exclusive weekly sponsorship blocks and will have the added value of being able to tie in interactive competitions.

Telstra's BigPond and Take 40 Australia® have existing radio and online collaboration. Bigpond sponsors Take 40 Australia® and take40.com, and is also mcm's Digital Download partner for Take 40 Australia® and movideo.com

For further information:

Tony McGinn
Chief Executive Officer
T: 03 9635 6600
tmcginn@mcmertainment.com

Michael Burgess
Chief Operating Officer
T: 03 9635 6600
mburgess@mcmertainment.com

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.