



ASX ANNOUNCEMENT

For Immediate Release

10 March 2009

mcm entertainment group limited (ASX: MEG)

meg announces the appointment of mr. Greg Smith as a non-executive director

mcm entertainment group limited is pleased to announce the appointment of Mr. Greg Smith to the Board as a non-executive Director, bringing to MEG over 30 years of experience in the radio industry.

During his career in radio, Greg has been involved with nearly every facet of managing a radio business, culminating in his appointment to the position of Group Programme Director of the Austereo Group. Under his direction, the Austereo Group achieved the unique position of having every single FM station in the Austereo Group at the number one position for the March 1992 radio survey. After leaving Austereo, Greg established a successful radio consulting business in 1995 which he sold in 2004 to retire.

MEG Chairman, Colin Smith said of the appointment of Greg Smith to the board, "Greg's reputation as this country's most experienced and successful radio programming leader is unquestionable. Whilst MEG is very much a cross platform media and technology business, radio is still our biggest operation. Greg's input into our radio activity as well as our web, mobile and TV activities will add significant value to our business. The board and management of the company are looking forward to working with Greg."

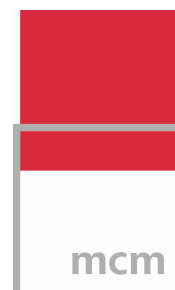
meg announces the resignations of mr. Michael Gudinski and mr. Philip Jacobsen

MEG also announces the resignation of Mr. Michael Gudinski as a Director of MEG. Mr. Gudinski remains a committed substantial shareholder. Also resigning is Michael's alternate, Mr. Philip Jacobsen.

Colin Smith thanked both Michael and Philip for their valued contribution to the business over the last 4 years. It must also be noted that both individuals will remain involved with MEG as advisors.

mcm technical services international road show for camify and movideo

MEG's 100% owned subsidiary, mcm technical services (MTS) has commenced the formal marketing of its *Camify Metrics* product and its movideo media streaming &



management solution to prospective customers in the UK, United States and the Australian home market.

Camify is a real-time web analytics platform developed by MTS since June 2007. Proceeds from MEG's IPO in December 2007 were allocated to the development of Camify which is also currently used by MTS in servicing mcm media's websites. *Camify Metrics* is the first product built on the Camify platform and is targeted to global research and analytical organisations, Content Distribution Networks and media planning & buying agency groups. *Camify Metrics* can be specifically tailored to individual customer requirements. MEG's CEO, Tony McGinn and CTO, Cameron Moore, are conducting a road show to prospective customers in the UK and U.S over the first 3 weeks of March 2009. This road show includes mcm's participation, as one of just seven Australian new media technology companies, in the Austrade sponsored Australian Interactive Media Industry Association trade mission to New York. This trade mission includes one on one and group presentations to many U.S. organisations in the 'new media' sector. New York is the global hub for the advertising, marketing, media distribution, publishing and television industries. It is the largest media market in North America with seven of the world's top eight global advertising agencies headquartered in New York. Over and above the trade mission mcm has organised many individual presentations across several cities in the U.S. MEG is hopeful that commercial licences can be negotiated with customers for its *Camify Metrics* product on the back of this comprehensive marketing effort.

MTS is also offering its movideo media streaming and management solution to specific customer groups in the UK and U.S. The movideo platform essentially houses the IP assets and media solutions developed by mcm over the last 5 years exclusively for its online operations. After positive interest in movideo from Australian media companies which should result in commercial licences being signed, MTS is now licensing the movideo platform as an integrated solution, or in its component parts, to other media organisations. MTS is proactively broadening the market potential for the movideo platform on the back of its Camify international road show in March.

For further information:

Andrew Metcalfe
Company Secretary, mcm entertainment
T: 03 9820 3802

Michael Burgess
Chief Financial Officer, mcm entertainment
T: 03 9635 6600