



## ASX ANNOUNCEMENT

**For Immediate Release**

18 June 2009

### **mcm entertainment group limited (ASX: MEG)**

#### **igloo wins Mazda digital account**

mcm entertainment group ltd (MEG) 100% owned subsidiary, igloo digital pty ltd (igloo) has been appointed by Mazda Australia as its new digital agency.

Chief Executive of MEG, Tony McGinn stated that: "This is a significant win for igloo and validates MEG's decision to acquire the business in September 2008. MEG believes that igloo is now well placed to provide strong earnings growth in FY10."

Andrew Englisch, igloo Chief Executive and co-founder comments: "We are very excited to be collaborating with Mazda to develop some amazing new digital initiatives. Our pioneering and strategic approach will help Mazda continue to build on their leading position in the Australian automotive market."

Alastair Doak, National Marketing Manager at Mazda Australia said: "We are looking forward to working closely with igloo to deliver an engaging and informative experience for new and existing Mazda customers."

[www.igloo.com.au](http://www.igloo.com.au)

[www.mcmentertainment.com.au](http://www.mcmentertainment.com.au)

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