



## ASX ANNOUNCEMENT

**For Immediate Release**

30 October 2009

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

#### **igloo wins Beacon Lighting digital account**

mcm entertainment group ltd (MEG) 100% owned subsidiary, igloo digital Pty Ltd (igloo) has been appointed by Beacon Lighting as its new digital agency.

The account was won through a credentials pitch from select Digital Agencies. The appointment supports the continued growth for igloo.

Andrew Englisch, igloo Chief Executive and co-founder comments: "This is a wonderful win for igloo. We look forward to collaborating with Beacon Lighting to develop a digital strategy that will increase brand engagement, build loyalty and ignite commerce".

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

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

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