



ASX ANNOUNCEMENT

For Immediate Release

27 October 2009

mcm entertainment group limited (ASX: MEG)

Austereo Group Limited and mcm media agree new content supply agreement

mcm entertainment group limited (MEG) is pleased to advise that its 100% owned subsidiary, mcm media pty ltd (mcm media), has agreed to renew terms with Austereo Group Ltd (Austereo) to continue its Content Supply Agreement.

The Agreement ensures the supply to Austereo until December 2011 of mcm media's key national syndicated radio programs. This renewed agreement extends what has been a valued long term relationship for mcm media and also provides a firm platform for future revenue growth.

Group CEO of MEG Tony McGinn commented: "We are delighted to have secured a new deal with our biggest Broadcast client, Austereo. This agreement provides a solid foundation for our traditional media business to continue its growth under the guidance of mcm media's CEO Simon Joyce. We are committed to providing compelling content for Austereo to assist in maintaining their leading position in the Australian Radio industry".

Michael Anderson, CEO of Austereo commented: "Austereo is looking forward to a continued association with mcm, and our mutual commitment to providing compelling content to our listeners".

Final contract details are expected to be finalised by 15 November 2009.

For further information:

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