



## ASX ANNOUNCEMENT

**For Immediate Release**

30 July 2009

**mcm entertainment group limited (ASX: MEG)  
earnings guidance**

The Board of mcm entertainment group limited (ASX: MEG) advise that due to improved revenue performance, the Group expects to report a Net Profit After Tax for FY2009 of approximately \$20k. This is an improvement of approximately \$336k over FY2008 when the Group reported a Net Loss After Tax of \$316k.

The Board is pleased to report that the restructure of MEG into three separate and discrete business units has been a significant reason for the improved performance through greater focus and cost savings. New revenue streams from igloo digital business unit and mcm technical services together with improved revenue performance from mcm media, have contributed positive growth to the Group for FY2009.

The Board is encouraged by the profit growth in a challenging economic environment and will continue with its commitment to providing value to shareholders through the growing opportunities it has in digital media.

**For further information:**

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