



ASX ANNOUNCEMENT

For Immediate Release

27 January 2010

mcm entertainment group limited (ASX: MEG)

profit guidance – 31 december 2009

The Board of mcm entertainment group ltd (MEG) is pleased to announce that the pre-audit Group Net Profit After Tax (NPAT) for the six months ended 31 December 2009 is expected to fall within the range of \$575,000 and \$600,000. This is a pleasing result when compared to the six month period ended 31 December 2008 where a Net Loss After Tax of \$112,040 was incurred.

The improved result is attributed to strong performance by mcm media through its diversity of revenue across radio, online and television; and Igloo now contributing positive net earnings to the Group.

Notwithstanding the pleasing positive results for the 31 December 2009 half year, the January 2010 Group revenue results are well below management expectations and are expected to fall approximately 20% behind sales achieved in January 2009. Consequently, MEG cannot provide any guidance to the market on the expected financial year-end result which is subject to the current short-term market cycles of the Australian advertising and media market, and the continued positive performance from Igloo.

For further information:

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