WORLD WIDE
entertainment

Level 5, 83 Moorabool Street
Geelong, Victoria
Australia. 3220
T: +61 3 5225 5400
F: +61 3 5221 3701
ASX Code: WWG
investor.relations@wwegroup.com.au
www.wwegroup.com.au

MEDIA RELEASE – FEBRUARY 19TH 2010

Earlier today, World Wide Entertainment Group Limited released its half-year results to the market.

Referring to the company's interim financial report, the Managing Director of World Wide Entertainment Group Ltd, Mr Jonathan Hutchings, highlighted a consolidated net profit of $56,644 for the six months ended December 31st 2009.

Revenue from the ongoing operations of the Group for the half year was $3.89 million against $5.75 million for the same period a year earlier – a fall of 38%. Throughout 2008 the demand for the Group's product was at record levels. The impact of the global financial crisis started to impact the Group from March 2009 and has continued at a reduced level since that time.

Mr Hutchings noted this the decline in revenue was due primarily to reduced demand as a result of the world's financial crisis and ensuing recession during 2009. Specifically, Mr Hutchings noted the following:

- World Wide Entertainment's core library sales business fell dramatically in March 2009 due to reduced demand amongst clients for refreshing content for broadcast. The impact of reduced demand was felt most heavily in sales to Asia and Western Europe;
- Reduced demand for commissioned programming due to client's budgets for this type of programming being cut dramatically;
- Increased strength of the Australian dollar against the US dollar and other major currencies reducing the value of the Company's exports by approximately 10%; and
- Revenue from World Wide Entertainment's new media division continued to disappoint as growth in the digital signage market and other new media markets was subdued.

Mr Hutchings said, "2009 was a difficult year for the media industry world wide. Reduced budgets for licensing new programming in all major territories resulted in significantly lower revenue for World Wide than expected. While the world media markets are recovering, the licensors of broadcast content continue to be cautious and conservative with their programming budgets."

Due to the profit performance of the company in the last 6 months, the company is in breach of a covenant relating to interest cover on its facilities with the National Australia Bank Ltd.

Also, during the period, the programme and footage library were reclassified from property, plant and equipment to an identifiable intangible asset. Although there is no financial effect on total assets, net assets or profit as a result of the change, it does put the company in breach of a banking covenant relating to its net tangible asset value. Management is in discussions with the bank to resolve both these banking covenant issues.

World Wide will continue to invest in growing its programming library, improving the quality of content and expanding distribution in all its key markets.

The company is offering no profit guidance for the financial year ending 30 June 2010.

World Wide Entertainment Group Limited
Consolidated statement of comprehensive income
for the half year ended 31 December 2009

	31.12.09 Half Year $	*31.12.08 Half Year $*
REVENUE	*3,890,440*	*5,754,782*
EXPENSES		
Operating expenses	*(1,919,192)*	*(2,444,974)*
Programming library amortisation	*(1,382,457)*	*(1,333,498)*
Realised and unrealised hedging loss	*-*	*(508,064)*
Total operating expenses	*(3,301,649)*	*(4,286,536)*
Adjusted EBITDA	***588,791***	***1,468,246***
Other amortisation and depreciation	*(258,810)*	*(516,368)*
EBIT	***329,981***	***951,878***
Borrowing costs	*(273,046)*	*(271,918)*
Taxation expense	*(291)*	*-*
NPAT	***56,644***	***679,960***

All enquiries should be directed to Nick Farrow, Company Secretary, on (03) 5225-5400 or investor.relations@wwegroup.com.au.