

## ASX ANNOUNCEMENT

**For Immediate Release**

28 January 2011

### **mcm entertainment group limited (ASX: MEG) MEG signs landmark partnerships for movideo in asia**

mcm entertainment group's movideo division today announced that it had signed agreements with the South China Morning Post Group of companies (SCMP Group) and AMP Radio Networks (AMP), movideo's first media partnerships outside Australia.

movideo will work with both media companies to deploy its new generation Online Video Platform to replace existing video solutions across both companies' full network of online properties, including corporate, newspaper, magazine and radio portals and websites.

Based in Hong Kong, the SCMP Group is a diversified media company with operations spanning newspaper, magazine and book publishing as well as interactive products and services.

SCMP Group's flagship online property is the market leading South China Morning Post news portal SCMP.com, with major magazine mastheads including Cosmopolitan, CosmoGIRL!, Harper's Bazaar, fuel, Instyle China and Automobile.

AMP is the leading radio network in Malaysia and is owned by Astro All Asia Networks plc, one of the largest broadcast media groups in Asia. AMP operates eight FM radio stations in Malaysia, which include the top-ranking stations in key Malay, Chinese, Indian and English demographics. These stations, including ERA, MY fm, Hitz.fm and Sinar fm, cumulatively reach almost 11 million listeners a week, or 72 per cent of total radio listeners in Malaysia.

mcm entertainment group CEO Tony McGinn said: "This is a major development for movideo and marks a very significant milestone in our push into the Asian media and marketing sectors. We are thrilled at the opportunity to partner with SCMP Group and AMP, two of the leading media groups in Asia, with both companies having acknowledged that the movideo Online Video Platform represents the best possible solution for their needs."

South China Morning Post Digital Product Manager Sophia Wong said: "We are excited at the prospect of working with the movideo team and product. Their media heritage and product focus towards media businesses is what engaged us to partner with them. movideo will provide our business with the tools required to distribute SCMP content in a high quality format to users on our network of online offerings.

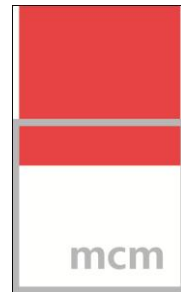
movideo is the Online Video Platform developed in Australia by mcm. movideo has powered MCM Media's online proprietary music video and audio streaming service Digital Entertainment Network (DEN).

DEN now delivers more than 6 million audio visual streams to around one million users every month including ninemsn, Yahoo!7 and News Digital.

**mcm entertainment**

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Melbourne | Sydney



In Australia, movideo has partnerships with Network TEN, Channel V, Ray White and Loan Market, Mazda Australia, Jamie Oliver's fifteen and Hardie Grant Publishing (Bride.com.au and brideadvisor.com.au).

**For further information:**

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