

ASX Announcement

For Immediate Release

8 September 2011

MCM Entertainment Group Limited (ASX: MEG) Southern Cross Austereo and MCM Media agree new content supply agreement

MCM Entertainment Group Limited (ASX: MEG) is pleased to advise that its 100% owned subsidiary, MCM Media Pty Ltd (MCM Media), has agreed to renew terms with Southern Cross Media Group Ltd (ASX: SXL) to continue its Content Supply Agreement to the SXL-owned Southern Cross Austereo network of national radio stations.

The Agreement ensures SXL supply of MCM Media's key national syndicated radio programs and content until October 2015. This renewed agreement extends what has been a valued long term relationship for MCM Media.

Group CEO of MEG Simon Joyce said: "Both Southern Cross and Austereo have been important partners for MCM Media over a long period of time and we are delighted that the relationship has been extended with the newly-formed Southern Cross Austereo."

"MCM Media provides key national syndicated radio programs including Take 40 Australia[®], The Hot Hits[®] Live from LA and Party People and we look forward to continuing to provide innovative content that attracts and engages SXL listeners."

Rhys Holleran, CEO of SXL commented: "MCM has been a key part of the success of both Southern Cross and Austereo over the years providing a high level of programming expertise and content that fits our brands and we are pleased to have MCM continuing the journey with newly merged Southern Cross Austereo."

Final contract details are expected to be finalised by 30 September 2011.

For further information:

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