



ASX ANNOUNCEMENT

For Immediate Release

06 August 2010

mcm entertainment group limited (ASX: MEG) profit guidance – 30 june 2010

The Board of mcm entertainment group limited (ASX: MEG) advise that due to improved Group Revenue performance and sustained cost control, MEG announce a pre-audited Net Profit After Tax of approximately \$640k for FY2010. This represents an improved result of approximately \$620k when compared to the Net Profit After Tax of \$20k for FY2009.

Improved revenue streams from the mcm media and igloo digital businesses contributed positive growth to the Group for FY2010 and the Net Profit After Tax result was achieved after capitalising and launching MEG's new Online Video Platform, movideo.

The Board is encouraged by the top line revenue performance and profit growth and will continue with its commitment to provide value to shareholders through the growing opportunities it has in digital media.

For further information:

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