

ASX Announcement

For Immediate Release

17 August 2012

MCM Entertainment Group Limited (ASX: MEG) Appointment of Director

Andrew Darbyshire AM FAICD, has been appointed to the Board of Directors. A former broadcast engineer, he founded the highly successful Point of Sale and Inventory Management Software Specialist Pacsoft which operates throughout Australia, New Zealand and the USA servicing over 1500 clients, and won an Australian Design Award for software excellence.

“Andrew’s extensive experience in software and company management complements our existing technology expertise particularly as we move to capitalise on market opportunities for Movideo in the Asia Pacific region.” says MCM Entertainment Group CEO, Simon Joyce.

A fellow of the Australian Institute of Directors, Andrew is also Chairman and Founder of Caitlin’s Retreat and is involved with numerous other charity boards. Andrew was made a Member of the Order Of Australia in the 2012 Australia Day Honours for service to the community as a supporter of research into child-related brain conditions, through contributions to special needs children and their families, and to the arts.

For further information:

Simon Joyce

Chief Executive Officer, MCM Entertainment Group Ltd

T: 02 8333 8823

sjoyce@mumentertainment.com