

2 June 2006



**MAMA Group Plc**

**Developments in Live Music Division**

MAMA Group Plc ("MAMA Group" or "the Company") is pleased to announce that its live music division is to open its seventh venue today. The new venue, which will be operated by the Barfly team who are currently responsible for the 6-strong Barfly network of music venues across the UK, is in central London on New Oxford Street. To avoid any potential customer confusion with the existing flagship Barfly venue in Camden Town, the venue will be named 'The Fly' and represents a significant brand extension for one of the Company's other assets, The Fly magazine. The West End location will enable the venue to offer the potential for record labels to provide album playbacks and band launches as well as acting as a showcase for musical artists that the Company is supporting in its other areas of activity - such as artist management, publishing and recording production.

MAMA Group's live music division has continued to perform well and recently launched a new 3 day festival in Brighton called Barfly - The Great Escape. Taking place from 18-20 May the event saw 180 bands playing across a dozen venues to a sold-out audience of 4,000 fans. The event also saw the launch of the new website for The Fly magazine, which includes a full online version of each issue. The website can be viewed at [www.the-fly.co.uk](http://www.the-fly.co.uk).

Jeremy Ledlin, Director of MAMA Group's live music division commented:

"The demand for live music continues to be very strong. Through our Barfly venues we are now programming 7,000 live performances a year and selling 600,000 entry tickets. The launch of Barfly - The Great Escape has demonstrated that we can take our booking and promoting skills into wider areas and utilise our significant relationships with artists to provide live environments that appeal to them and assist them in building fan bases and their profiles. The fact that we achieved a sell-out in the first year of operation for Barfly - The Great Escape is testament to the strength of the event and our team. The event garnered a number of industry and media plaudits. We are excited about the business developments that lie ahead in the coming months in terms of continuing to build the Barfly network, establishing The Fly as a venue and growing Barfly - The Great Escape alongside other live events".

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For further information contact:

Adam Driscoll or Dean James , Co-Chief Executives,  
MAMA Group Plc

Tel: 020 7691 4555

David Bick, Holborn PR

Tel: 020 7929 5599

Mark Percy, Seymour Pierce Limited

Tel: 020 7107 8000