

23 March 2007



MAMA Group Plc

Purchase of 75% stake in Pollination Music Limited

MAMA Group Plc ("MAMA" or "the Company") is pleased to announce that it purchased a 75% stake in music publishing company Pollination Music Limited ("Pollination").

Pollination was incorporated in 2001 and acts as exclusive worldwide publisher of a number of writers including Tore Johansson, the producer of the multi-million selling albums by Franz Ferdinand and The Cardigans; Bjork collaborator and producer Valgeir Sigurdsson and Danish pop writer Carsten Kroeyer who has co-written with Melanie C and Lucie Silvas. Pollination also works with one of the world's most successful DJ/ Producers Paul Oakenfold and his Perfecto Music companies, supplying hit movies and TV shows with soundtrack material as well as administrating the publishing of Oakenfold's own record releases world-wide outside of the USA.

Pollination has a number of strategic sub-publisher partners around the world including Spirit Music in the United States, Mushroom Music in Australia, Strictly Confidential in France/Benelux, Air Chrysalis in Scandinavia and Fairwood in Asia and Africa.

MAMA has acquired 75% of Pollination Music for a consideration of £140,000, payable in cash.

Adam Driscoll and Dean James, Co-Chief Executive Officers of MAMA commented:

"We are delighted to be making this acquisition. We believe that a more significant move by the Group into the music publishing market underpins one of our key strategic goals which is to build long term rights in music rights. Through our interest in Pollination we have acquired a great roster of writers and a solid team of sub-publishers around the world. We are excited about the opportunities that we now have in the publishing field to work with artists that we deal with elsewhere in the Group, for example those that play in our Barfly venues. We believe that we can build a valuable Group publishing asset over the coming months and years."

For further information contact:

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Information for Editors:

Information on MAMA

MAMA Group is the parent company of a diverse range of music and marketing businesses, consisting of three divisions - live music, which includes the Barfly chain of venues and the recently announced acquisition of the Forum, artist services, which includes artist management, recording and music publishing, and consumer, which includes magazine, websites and specialist student and youth marketing businesses.