

27 July 2007



MAMA Group Plc

Barfly Group - Acquisition of Venues and Appointment as Promoter for ULU

The Directors of MAMA are pleased to report that during the last month the Barfly group of live music venues operated by the Company's Live Music Division has completed the acquisition of two venues, one in Brighton and the other in Aberdeen, and that contracts have now been exchanged in relation to a further venue in Cambridge. Completion of the latter acquisition is expected to take place towards the end of August. These three acquisitions together bring the total number of live music venues in the Barfly group to ten and fulfil management targets for new venue openings for the calendar year.

In addition, the Barfly group has also been appointed as the exclusive promoter for the music venue located in the University of London Union (known as "ULU"), the student body which represents and supports approximately 120,000 students attending the various colleges of the University of London. Tickets for many events at ULU are available to the general public.

Be Rozzo, Managing Director of the Barfly group said "We are pleased to be able to increase our promotional activities in London through this alliance. Our parent company recently announced the acquisitions of the Hammersmith Apollo with a 5000+ capacity and The Forum in Kentish Town with a 2000+ capacity. The addition of ULU with its 828 capacity room, alongside our smaller Barfly and Fly venues will give the group a full spread of capacities within central London."

Nick Berg, ULU General Manager, " It's great that ULU is now working with an organisation as steeped in music event programming as Barfly. We feel that this will give us a great opportunity to offer an even busier and better schedule of live music events to students and to the large numbers of non-students who visit ULU to watch great music".

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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 Forum and the Hammersmith Apollo venues in London and the Barfly network of music venues around the UK together with interests in live music events including a strategic shareholding in the company which operates the Lovebox music festival;
- artist services, which includes artist management, recording, music publishing and merchandising businesses; and

- consumer, which includes ticketing, magazine, websites and specialist student and youth marketing businesses.