

5 December 2007



MAMA Group plc ("the Company")

Music and Media Solutions

MAMA Group Plc is pleased to announce the launch of Music & Media Solutions with Rory Bett, previously Agency Sales Director at the Telegraph Media Group, and a Director at Emap Advertising, Capital Radio S&P and Associated Newspapers, taking on the role of Managing Director.

The new division aims to work strategically with clients in developing bespoke campaigns around music and the growing number of opinion forming and hard to reach youth audiences who enjoy it.

MAMA Group is uniquely positioned in today's music industry being the only operation to offer credible and meaningful assets in all aspects of music consumption. The Group interacts with music fans and consumers in the live music area via 18 historic music venues and two festivals. There is a strong presence in artist management including acts such as Kaiser Chiefs and Franz Ferdinand. Additionally there is a range of multi channel music media in the Fly magazine and websites that the Group operates.

Rory Bett, Managing Director of Music and Media Solutions said:

"Giving advertisers an experienced single point of contact for all aspects of the business, was the obvious next step. Music is the new sport for brands to leverage, our role is to make the process simple and credible, while delivering confidence to customers that we are focussed on their ongoing success over years of partnership".

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

"With the dramatic growth of the Mama Group in recent months we felt it was important to set up a central point of contact for all commercial sponsorship enquiries in order to give brands clarity on the opportunities there are to work with us. We are delighted that Rory has joined us to head up this new business and are looking forward to developing exciting and commercially valuable campaigns for existing and future clients".

For further information contact Rory Bett on 020 7688 9000