

3 March 2008



MAMA Group Plc

Barfly Group – Acquisition of Venue

MAMA Group Plc ("MAMA" or "the Company") announces that its Barfly group of live music companies operated by the Company's Live Music Division has today extended its national venue portfolio by acquiring the lease of further premises in Birmingham.

The new venue, currently known as The Sanctuary (formerly the Institute) is located above the current Barfly Birmingham premises. It is expected that the main auditorium will have a capacity in the region of 1500. Additionally, the existing Barfly will be remodelled to increase capacity to 600. Alongside this, 2 entry-level spaces will be created at 150 and 300 capacity.

Both the new venue and the existing Barfly Birmingham venue will be the subject of a full state-of-the-art refurbishment programme; the aim of which is to produce a world class music venue for the West Midlands region.

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

"We are delighted to have enhanced our Birmingham presence with the acquisition of this landmark venue. The venue has been at the heart of the Birmingham music scene for many years and is a significant addition to our growing network of live music venues with exciting potential for further development."

For further information contact:

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

020 7688 9000

Mark Longson
Square1 Consulting Limited

020 7929 5599