



GoConnect, Undercover and PLW Entertainment Sign MOU For Merger

MELBOURNE, AUSTRALIA: GoConnect (ASX: GCN), a leading global communications company; Cashmere Media Pty Ltd, owner of Australia's music news and information destination undercover.com.au and PLW Entertainment, the 360 degree artist management, development and production company, all based in Melbourne, Australia, have signed a Memorandum of Understanding (MOU) to merge their operations.

The combined businesses will create the largest independent entertainment company in Australia, with a global vision, providing a range of services and creating products targeting the consumer for the entertainment and advertising markets. The combined businesses will be able to leverage on the strengths and resources of the group in digital media to further enhance their competitiveness in the entertainment industry.

GoConnect's unique and proprietary technologies, GoTrek and m-Vision, as well as its existing multimedia online properties, will form the foundation for international multimedia broadcasting for the content and programs produced by PLW and Undercover, as well as Soundcheck.com.au, initially for Australia and China, before expansion into further territories.

PLW Entertainment will leverage the GoConnect technologies locally and accessibility into China as well as Undercover's loyal and established audience base to further promote its stable of artists including Neighbours star Sam Clark, Trinity, Goodbye Motel, Art of Wor and The King Bees to a global market as well as discover and develop new performing artists for International promotion and distribution.

Undercover will expand its global base by developing additional content, a Chinese edition of the music site and developing new video programs for international consumption for music fans everywhere using multiple devices.

The merger will consolidate technology and technical development resources, intellectual properties including artists' rights, and substantial content copyrights, sales, marketing, promotions, existing entertainment industry relationships, and operations of the three businesses. The consolidation will make the new operations more cost-effective and primed for expansion in Australia, the U.S.A., China and other markets.

ABOUT GoConnect: GoConnect is a global Internet and mobile media company listed on the ASX (Stock code: GCN) and on the German stock exchanges (Stock code: GCK GR). GoConnect pioneered the delivery of video on the Internet through its own patented video delivery technology GoTrek and the GoTrek derivative for the mobile phone, m-Vision since the year 2000. Founded in Melbourne in 1999, GoConnect now operates a number of multimedia Internet sites as well as online directories. Its multimedia capabilities and strengths in Internet technology have also enabled the company to establish its presence in digital media specialising in music and entertainment.

ABOUT PLW Entertainment: PLW Entertainment was founded in 1996 by multi-award winning record producer Paul Wiltshire. Over the past decade PLW has produced music for some of the biggest names in the music business such as Backstreet Boys, Human Nature, Guy Sebastian, Shannon Noll and Vanessa Amorosi. In 2007, PLW expanded its business areas from music production to artist management and development, a record label and products division, music publishing and TV/Video production.

ABOUT Undercover: Undercover, founded in 1995, pioneered digital media with the release of the original Undercover magazine on CD-ROM in 1996. The title was distributed to 27 countries. Undercover was the original music content partner for both AOL and Yahoo when they launched in Australia in 1998. As a content syndicator, Undercover was a music content provider for companies such as Coca-Cola, BigPond and Sensis. The website destination undercover.com.au is Australia's leading music news and information site with an audience exceeding 1.8 million unique visitors in 2009. The site provides daily entertainment news for both the industry and the consumer and is widely viewed globally, especially in the United States and Great Britain as well as Australia.

For further details please visit

www.goconnect.com.au;

www.plwproductions.com ;

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