



MEDIA CHINESE INTERNATIONAL LIMITED

世界華文媒體有限公司

(Incorporated in Bermuda with limited liability)

(Malaysia Company No. 995098-A)

(Hong Kong Stock Code: 685)

(Malaysia Stock Code: 5090)

To: Business Editor

【For Immediate Release】

THIRD QUARTER AND NINE MONTHS RESULTS FOR THE PERIOD ENDED 31 DECEMBER 2011

Unaudited Financial Highlights

	For the three months ended 31 December 2011	For the three months ended 31 December 2010	Change %
	US\$'000	US\$'000	
Turnover	122,797	116,847	+5.1%
Profit before income tax	26,711	23,953	+11.5%

	For the nine months ended 31 December 2011	For the nine months ended 31 December 2010	Change %
	US\$'000	US\$'000	
Turnover	368,457	338,434	+8.9%
Profit before income tax	65,436	61,761	+6.0%

(28 February 2012) – **Media Chinese International Limited** (“**Media Chinese**” or the “**Group**”, HKSE Stock Code: 685, KUL Stock Code: 5090) today announced its unaudited results for the third quarter and nine months ended 31 December 2011.

The Group achieved its strongest quarterly performance so far this financial year with turnover and profit before income tax of US\$122,797,000 and US\$26,711,000, representing increases of 5.1% and 11.5% over the corresponding quarter last year respectively, reflecting the Group’s robust sales and cost containment efforts.

Basic earnings per share for the three months and nine months ended 31 December 2011 were US1.13 cents and US2.83 cents respectively, representing increases of 7.6% and 6.0% from those of the corresponding period last year. The Board of Directors did not recommend the payment of dividend for the three months ended 31 December 2011.

Revenue growth was primarily driven by a 6.6% or US\$4,811,000 increase in advertising revenue, notably from national advertising, property sector and luxury products, while tour revenue also showed good underlying growth.

Publishing and printing, the Group's principal activities, performed well in this quarter with a profit before income tax of US\$26,158,000, an increase of 8.7% or US\$2,099,000 when compared to the same quarter last year. All major publishing titles within the Group reported growth in advertising revenue, boosted by improvements in volume and rate despite experiencing economic uncertainty and advertising volatility in the local markets.

The travel segment delivered an outstanding performance as its profit before income tax for the current quarter surged 367.1% or US\$514,000 to US\$654,000 from US\$140,000 a year ago while revenue rose 14.4% to US\$16,685,000.

Revenue growth was reported across all tour operations in Hong Kong and North America. Contributing to this was the high demand for the segment's long-haul tours to destinations such as Northern Europe and South America. The demand for tours to Australia surged in December as well. The North American operations focused on developing the Asian market; in addition to China tours, there was also a marked increase in tourists from Vietnam and Indonesia in the current quarter.

During the current quarter, the exchange rate between Ringgit Malaysia and US Dollar remained relatively stable and therefore there was no significant currency impact on the Group's results for the quarter.

For the nine months ended 31 December 2011, profit before income tax for the Group increased by 6.0% to US\$65,436,000 from US\$61,761,000 a year ago. The growth in profit was mainly attributable to strong growth in advertising and tour revenue.

The appreciation of Ringgit Malaysia and Canadian Dollar against US Dollar during the nine months period had positive impact on the Group's revenue and profit before income tax of US\$8,636,000 and US\$2,224,000 respectively.

As at 31 December 2011, the Group's cash and cash equivalents and net assets per share amounted to US\$121,262,000 and US22.99 cents respectively.

Commenting on the results, **Media Chinese's Group Chief Executive Officer, Mr Francis TIONG**, said, "The Group was able to withstand the volatile market conditions clouded by global economic uncertainties and delivered a very creditable performance in this quarter."

Mr TIONG added, "The Group will continue to face escalating costs due to inflation, in particular newsprint price and staff costs. Nevertheless, we will continue to manage the cost base appropriately delivering operating efficiencies across the businesses and to drive revenue growth in order to achieve a satisfactory performance for the financial year ending 31 March 2012."

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About Media Chinese International Limited

Media Chinese International Limited is a leading global Chinese language media group dual-listed on The Stock Exchange of Hong Kong Limited (stock code: 685) and Bursa Malaysia Securities Berhad (stock code: 5090). Media Chinese's product portfolio in Southeast Asia, Greater China and North America comprises 5 daily newspapers in 13 editions and 3 free newspapers with a total daily circulation of about 1 million copies, as well as about 30 magazines. The Group has also expanded its business into digital media. Media Chinese is the proprietor of Life Magazines, the largest Chinese language magazine publisher in Malaysia, and is the major shareholder of One Media Group Limited (listed on The Stock Exchange of Hong Kong Limited; stock code: 426).

For more information, please visit: www.mediachinesegroup.com

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