

[For Immediate Release]



MEDIA CHINESE INTERNATIONAL LIMITED

Media Chinese announces its unaudited fourth quarter results for the financial year 2009-2010

Financial Highlights	For the 3 months ended	For the 3 months ended	Change
	31 March 2010	31 March 2009	
	(unaudited)	(unaudited)	
	US\$'000	US\$'000	
Turnover	93,568	78,939	+19%
Profit/(loss) before income tax	13,097	(2,992)	+538%
Profit/(loss) for the quarter	10,780	(4,838)	+323%
	For the year ended	For the year ended	Change
	31 March 2010	31 March 2009	
	(unaudited)		
	US\$'000	US\$'000	
Turnover	376,001	394,303	-5%
Profit before income tax	55,113	31,035	+78%
Profit for the year	41,442	17,355	+139%

26 May 2010 — Media Chinese International Limited (“Media Chinese” or the “Group”; SEHK stock code: 685; KUL stock code: 5090; “世界華文媒體有限公司”) today announced its fourth quarter results for the financial year 2009-2010.

In what has been a traditionally weak quarter, the Group reported a commendable strong financial performance in the fourth quarter. This was the result of the continuous efforts initiated by management together with the improved consumer sentiments.

For the current quarter under review, total revenue increased by 19% and profit before income tax increased by 538% when compared to the same quarter last year.

Most of the improvement in the results has come from the publishing and printing segment, which achieved a growth of US\$11,812,000 or 16% in revenue and a significant increment in profit before income tax of US\$15,614,000 or 729% in the current quarter. The impressive growth in profit was driven by an increase in advertising revenues and lower newsprint costs across all the Group's newspaper titles. Improvement was achieved across the board in the publishing and printing segment with the Malaysian operations recording the highest growth in profit for the quarter.

The travel segment revenue increased by 39% year-over-year on the back of an improved global economy and the segment result improved accordingly.

For the year ended 31 March 2010, the Group delivered a very strong operating performance with profit before income tax of US\$55,113,000, which was 78% higher than that of the previous financial year.

The improved results were mainly due to lower newsprint costs and operating expenses incurred during the financial year.

Basic earnings per share for the year were US2.44 cents, up by US1.44 cents or 144% from US1 cent in the previous financial year.

As a result of the strong operating performance, the Board of directors has declared a second interim dividend of US0.771 cents per share; an increase of US0.628 cents per share over last year's, bringing the total dividend for the year to US1.221 cents per share, which is 106% over that of last year.

Commenting on the overall results, Media Chinese's Group Chief Executive Officer, Mr. Francis Tiong, said, "We are pleased to attain these superior results despite an uncertain economic environment."

"The Group's advertising revenue is expected to be encouraging on the back of the positive economic outlook for Malaysia and Hong Kong. Advertising market in Hong Kong and Malaysia has begun to move in a positive direction from that of the financial crisis which started in late 2008, in which the Group's advertising sales have improved in recent months."

"Circulation sales are expected to remain at sustainable levels."

"However, newsprint prices are expected to rise in the near term due to market tightening of supply and increasing cost pressures. Nonetheless, the Group's inventory is expected to be able to help mitigate some of the increases in production costs."

He also added that the Group will continue with cost management measures to improve the efficiency of its core business, and expect overall performance of the Group for the next year to be satisfactory.

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About Media Chinese International Limited

Media Chinese International Limited is a leading global Chinese-language media group dually listed on The Stock Exchange of Hong Kong Limited (under the ticker 685) and Bursa Malaysia Securities Berhad (under the ticker 5090). Media Chinese's product portfolio in Southeast Asia, Greater China and North America comprises 5 daily newspapers in 14 editions with a total daily circulation of over 1 million copies, 1 daily free newspaper and over 30 magazines. Media Chinese is the proprietor of Life Publishers Berhad, the largest Chinese-language magazine publisher in Malaysia, and is the major shareholder of One Media Group Limited (listed on the main board of The Stock Exchange of Hong Kong Limited under the ticker 426).

For further information, please contact:

Malaysia

Media Chinese International Limited

Chan May May / Tong Siew Kheng

Tel : (603) 7965 8885

Fax : (603) 7965 8689

Hong Kong

Media Chinese International Limited

Corporate Communications Department

Tel : (852) 2595 3355

Email : corpcom@mediachinese.com

Fax : (852) 2515 0294

iPR Ogilvy Ltd.

Philip Lo / Christina Chung / Peter Chan

Tel : (852) 3170 6754 / 2136 6179 / 2136 6955

Email : philip.lo@iprogilvy.com / christina.chung@iprogilvy.com /

peter.chan@iprogilvy.com

Fax : (852) 3170 6606