

[For Immediate Release]



MEDIA CHINESE INTERNATIONAL LIMITED

Media Chinese announces its unaudited third quarter results for the nine months ended 31 December 2010

<i>Financial Highlights</i>	<i>For the three months ended</i>	<i>For the three months ended</i>	Change %
	<i>31 December 2010 (unaudited)</i>	<i>31 December 2009 (unaudited)</i>	
	US\$'000	US\$'000	
Turnover	116,847	100,737	+16%
Profit before income tax	23,953	21,237	+13%
	<i>For the nine months ended</i>	<i>For the nine months ended</i>	Change %
	<i>31 December 2010 (unaudited)</i>	<i>31 December 2009 (unaudited)</i>	
	US\$'000	US\$'000	
Turnover	338,434	282,433	+20%
Profit before income tax	61,761	42,016	+47%

25 February 2011 — **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 third quarter results for the nine months ended 31 December 2010.

The Group achieved an encouraging performance for the quarter, registering a profit before income tax of US\$23,953,000, an increase of 13% or US\$2,716,000 over the same quarter the previous year, driven by higher revenue.

The continued improvements in the overall economies of the Group’s core markets and effective sales efforts contributed to the Group’s growth in revenue.

The publishing and printing segment reported higher revenue and profit for the current quarter amid improved economic conditions with strong growth in advertising revenue.

The revenue from the travel and travel related services segment continued its growth momentum underpinned by robust demand for the Group's specialized long-haul tour packages.

The continued improved market sentiment in the Group's core markets led to encouraging performance for the publishing and printing segment. On a year-to-date basis, the Group's revenue for the nine months ended 31 December 2010 was US\$338,434,000, US\$56,001,000 or 20% higher than that of the previous year. Profit before income tax, meanwhile, soared US\$19,745,000 or 47% to US\$61,761,000 compared with the corresponding period the previous year.

The ongoing strengthening of Ringgit Malaysia and the Canadian dollar against the US dollar also made a favourable impact on both the Group's turnover and profit before income tax. The Group's turnover and profit before income tax for the current quarter were positively impacted by about US\$6,611,000 and US\$1,710,000 respectively. The corresponding impact on the Group's nine months turnover and profit before income tax were about US\$20,577,000 and US\$5,026,000 respectively.

Basic earnings per share for the three months and the nine months ended 31 December 2010 were US1.05 cents and US2.67 cents respectively. These translated into improvements of 13% and 48% respectively when compared with the same period in the previous year.

Commenting on the overall results, Mr. Francis Tiong, the Group Chief Executive Officer, said, "There are evidences of ongoing economic improvements in most of the markets the Group operates in. However, as we forecasted in the preceding quarter, the impact of rising newsprint prices has started to emerge in this quarter. With the increasing prospects for inflation in most markets, rising labour costs and other operating costs will pose another challenge for us."

He added: "In this connection, the management will continue to closely monitor and manage operating efficiencies for a sustainable performance in our core business."

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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 with a total daily circulation of over 1 million copies, 2 daily free newspapers 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 Stock Exchange of Hong Kong Limited, stock code: 426).

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