PRESS RELEASE

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】**

SECOND QUARTER AND INTERIM FINANCIAL RESULTS FOR THE PERIOD ENDED 30 SEPTEMBER 2011

Unaudited Financial Highlights

	For the three months ended 30 September 2011	For the three months ended 30 September 2010	**Change %**
	US$'000	US$'000	
Turnover	**127,669**	115,652	**+10.4%**
Profit before income tax	**19,671**	19,014	**+3.5%**

	For the six months ended 30 September 2011	For the six months ended 30 September 2010	**Change %**
	US$'000	US$'000	
Turnover	**245,660**	221,587	**+10.9%**
Profit before income tax	**38,725**	37,808	**+2.4%**

(25 November 2011) – **Media Chinese International Limited** ("**Media Chinese**" or the "Group", HKSE Stock Code: 685, KUL Stock Code: 5090) today announced its unaudited second quarter and six months results for the period ended 30 September 2011.

The Group achieved a profit before income tax of US$19,671,000, reflecting a 3.5% or US$657,000 increase over the same quarter last year. This moderate improvement was driven by higher revenue, offset in part by higher operating costs incurred during the quarter.

Turnover for the quarter was US$127,669,000, 10.4% or US$12,017,000 higher than the previous year's corresponding quarter, primarily attributable to the growth in advertising and tour revenues.

All major publishing titles within the Group reported growth in advertising revenue, contributed by improvements in both rate and volume.

The travel segment delivered another quarter of strong growth in revenue. Contributing to this performance was higher demand for the segment's acclaimed long-haul tours, supported by financial stability in the Asian markets. In North America, notable growth was recorded for the segment's China tours as well as inbound tours from Vietnam.

Operating costs further escalated during the current quarter under review primarily due to the impact of higher newsprint costs, as well as higher tour costs and staff costs.

The Group has reported a creditable interim result for the period ended 30 September 2011, despite faced with rising newsprint price and other inflationary cost pressures. Overall trading performance for the six months has benefited from the growth in advertising revenue and tour revenue which helped mitigate the effect of soaring costs.

Total revenue for the period went up about 10.9% to US$245,660,000 from US$221,587,000 in the same period last year.

For the six-month period under review, the Group's operating expenses rose by 13.0% when compared with those of the corresponding period of the previous financial year. Profit margins were under pressure from the surging costs, resulting in the Group reporting a marginal increase of 2.4% in its profit before income tax for the six months ended 30 September 2011.

Apart from operational earnings, the Group also benefited from the strength of Ringgit Malaysia and Canadian dollar against the US dollar during the period which resulted in positive currency impact of US$9,492,000 and US$2,892,000 on the Group's turnover and profit before income tax respectively.

Basic earnings per share for the six months ended 30 September 2011 was US1.70 cents, representing a 4.9% increase from that of the corresponding period last year. As at 30 September 2011, the Group's cash and cash equivalents and net assets per share amounted to US$122,529,000 and US22.5 cents respectively.

The board of directors has declared the payment of a first interim dividend for the six months ended 30 September 2011 of US0.800 cents per ordinary share (2010: US0.800 cents per ordinary share) payable on 30 December 2011.

Commenting on the results, **Media Chinese's Group Chief Executive Officer, Mr Francis TIONG**, said, "We are pleased with the first half-year results as the Group's revenue had grown despite volatile economic conditions. However, trading conditions in the main markets in which the Group operates are expected to remain challenging and volatile. This is because economic weakness in the US and the problems faced by the Eurozone will continue to weaken the external environment with consequential challenges to the Malaysian and Hong Kong economies."

Mr TIONG concluded, “The impact of this economic turbulence on the Malaysian and Hong Kong economies will be felt more keenly in the coming months with economic growth expected to further moderate. Against this backdrop, the Group’s advertising revenue is expected to move in tandem with the economy. Further, the Group will continue to face increasing cost pressures due to rising staff costs and raw material prices brought about by inflation. Nevertheless, we expect newsprint prices to remain stable in the second half of this financial year. The management will continue to strengthen the Group’s business while enhancing its cost containment efforts in order to remain competitive and achieve satisfactory results for the remaining period of this financial year.”

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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 about 1 million copies, 3 free newspapers and 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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