

[For Immediate Release]



MEDIA CHINESE INTERNATIONAL LIMITED

Media Chinese announces its unaudited fourth quarter and final results for the financial year 2010/11

Financial Highlights	For the 3 months ended 31 March 2011 (unaudited)	For the 3 months ended 31 March 2010 (unaudited)	Change
	US\$'000	US\$'000	
Turnover	107,410	93,568	+15%
Profit before income tax	12,446	13,097	-5%
Profit for the quarter	9,802	10,780	-9%
	For the year ended 31 March 2011 (unaudited)	For the year ended 31 March 2010	Change
	US\$'000	US\$'000	
Turnover	445,844	376,001	+19%
Profit before income tax	74,207	55,113	+35%
Profit for the year	55,785	41,442	+35%

30 May 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 unaudited fourth quarter and final results for the financial year 2010/11.

The Group’s profit before income tax in the fourth quarter amounted to US\$12,446,000, down US\$651,000 or 5% when compared to the corresponding quarter of the previous financial year. The decline was primarily due to the impairment of an intangible asset amounting to US\$4,132,000 in the current quarter.

Excluding the impairment charge, the fourth quarter's profit before income tax would have been US\$16,578,000, 27% higher than the year-ago quarter, mainly driven by the continuous sales efforts coupled with robust consumer sentiments in the Group's major markets.

Revenue for the current quarter was US\$107,410,000, up 15% or US\$13,842,000 compared to revenue of US\$93,568,000 in the corresponding quarter last year. The growth was mainly driven by strong advertising sales and increase in tour revenue. Most of the business units reported advertising growth for the quarter, reflecting the strong advertising demand as the economy expansion continues in the major markets that the Group operates in.

The travel segment revenue grew by 11% or US\$1,140,000 compared to the corresponding quarter last year on the back of rising demand for tours to Europe and North America destinations, as a result of the operations' aggressive promotions and launch of various lucrative tours as well as the appreciation of the Canadian dollar and Asian currencies.

For the year ended 31 March 2011, the Group delivered a record profit before income tax of US\$74,207,000, which was 35% higher than that of the previous financial year.

The improved results were mainly due to strong advertising revenue driven by improving consumer sentiments in most of the Group's markets while operating expenses remained under tight control.

The continuing appreciation of the Ringgit Malaysia and the Canadian dollar against the US dollar during the year contributed positively to the Group's turnover and profit before income tax by about US\$27,802,000 and US\$6,266,000 respectively.

Basic earnings per share for the year were US3.26 cents, up by US0.82 cents or 34% from US2.44 cents in the previous financial year.

The Board of Directors has declared a second interim dividend of US1.153 cents per share; an increase of US0.382 cents per share over that of the previous year, bringing the total dividend for the year to US1.953 cents per share, which is 60% over that of last year.

Commenting on the overall results, Media Chinese's Group Chief Executive Officer, Mr. Francis Tiong, said, "The Group had an outstanding year as we achieved record revenue and profit. While we expect the Group's major markets continue to grow and translate into positive contribution to our revenue, the increasing newsprint prices and labour costs will remain a challenge for the year ahead."

“Nevertheless, the Group will continue to closely monitor the market conditions and strive for product excellence as well as sustainable cost efficiency.”

— End —

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 free newspapers and about 30 magazines. 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 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

Fax : (852) 2515 0294

Email : corpcom@mediachinese.com

iPR Ogilvy Ltd.

Jason Ho / Christina Chung / Peter Chan

Tel : (852) 3920 7639 / 2136 6179 / 2136 6955

Fax : (852) 3170 6606

Email : jason.ho@iprogilvy.com / christina.chung@iprogilvy.com / peter.chan@iprogilvy.com