

【 For Immediate Release 】



Media Chinese and Pulse MediaTech to launch a Chinese-language eBook Application on iPhone

28 January 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”) is pleased to announce the launch of MediaChinese iPhone App, one of the world’s most advanced Chinese-language eBook applications that allows discerning readers and followers of Media Chinese’s well-regarded books to enjoy reading on a newer, better and up-to-date medium by using a unique interface mechanism offered by PMT Digital Publishing under Pulse MediaTech Limited (“Pulse MediaTech”).

“This represents one of the most remarkable achievements on our digital media initiatives to fully leverage our Chinese-language reading content library to reach the rapidly enlarging pool of new and old readers who are increasingly accustomed to the revolutionary yet convenient reading experience through their iPhone handsets,” said Mr. Francis Tiong, Group Chief Executive Officer of Media Chinese.

“We are proud to have PMT Digital Publishing chosen by Media Chinese as its partner for this legendary mission of making its Chinese books truly portable and easily readable on iPhone handsets. Our technology offers a new interface for more ergonomic book reading, which focuses on content presentation, instead of mimicking printed book reading on a smaller dimension,” said Dr. Leonard Chan, Director of Pulse MediaTech.

“On top of the new reading experience, we offer to our long-time and new patrons in this launch very attractive offers for our eBooks, at as low as 50% of the cover price of the same book in print format. This is much better than the price tags of the eBooks of certain western titles which are generally just lower than that of the print version by a thin margin. This is made possible by using Pulse MediaTech’s advanced technology that has lowered the cost of book format conversion and distribution,” Mr. Tiong of Media Chinese added.

The free App has already been available in all markets, and included free eBooks with account registration. Registered users will be able to order and subscribe for their favorite eBooks and eMagazines from Media Chinese with a simple credit card transaction using their iPhone handsets.

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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. Its various online portals across key cities in these regions gather around half billion pageviews per month. 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).

About Pulse MediaTech Limited

Pulse MediaTech Limited is a leading technology provider for digital publishing. "PMT Digital Publishing" and "Facelift" are the two key products used by global and regional clients such as Universal Music, Prestige, BUPA, etc. For more information on PMT, please visit <http://www.pulsemediatech.com>.

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