



MING PAO ENTERPRISE CORPORATION LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code: 685)

RESULTS OF THE SPECIAL GENERAL MEETING

The Board is pleased to announce that at the SGM held on 1 February 2008:

- (a) the special resolution approving the proposed change of name of the Company was duly passed by a show of hands; and
- (b) the special resolution approving the proposed amendments to the Bye-Laws was also duly passed by a show of hands.

Reference is made to the announcement of the Company dated 27 December 2007 and the circular of the Company dated 9 January 2008 (“Circular”) relating to the proposed change of name of the Company and the proposed amendments to the Bye-Laws (“Proposed Amendments”). Unless otherwise defined, terms defined in the Circular have the same meanings when used in this announcement.

RESULTS OF THE SGM

The Board is pleased to announce that, at the SGM held on 1 February 2008:

- (a) the special resolution approving the proposed change of name of the Company from “Ming Pao Enterprise Corporation Limited” to “Media Chinese International Limited” (“English Name Change”) and adopting the Chinese name of “世界華文媒體有限公司” as the secondary name of the Company (“Secondary Name Adoption”), subject to (i) the completion of the Merger and (ii) the approval of the Registrar of Companies in Bermuda being obtained, was duly passed by a show of hands; and
- (b) the special resolution approving the Proposed Amendments, subject to the completion of the Merger, was also duly passed by a show of hands.

CHANGE OF NAME OF THE COMPANY

The proposed English Name Change and Secondary Name Adoption will take effect from the respective dates on which the new name and the secondary name are entered on the register of companies maintained by the Registrar of Companies in Bermuda.

The Company will make an announcement when the proposed English Name Change and Secondary Name Adoption become effective.

A further announcement will be made on the trading arrangements (including the date on which trading under the new name on the Stock Exchange will take effect) upon the English Name Change and the Secondary Name Adoption becoming effective and unconditional.

AMENDMENTS TO THE BYE-LAWS

The Proposed Amendments will take effect upon the completion of the Merger.

By order of the Board
Ming Pao Enterprise Corporation Limited
Tiong Kiew Chiong
Director

Hong Kong, 1 February 2008

As at the date of this announcement, the Board comprises Tan Sri Datuk Tiong Hiew King, Mr Tiong Kiu King, Dr Tiong Ik King and Mr Tiong Kiew Chiong, being executive Directors; and Mr Tang Ying Yu, Mr David Yu Hon To and Mr Victor Yang, being independent non-executive Directors.