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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)

OVERSEAS REGULATORY ANNOUNCEMENT

(This overseas regulatory announcement is issued pursuant to Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.)

Please refer to the attached announcement on the next page.

16 December 2011

As at the date of this announcement, the Board comprises Tan Sri Datuk Sir Tiong Hiew King, Mr Tiong Kiu King, Dato' Sri Dr Tiong Ik King, Mr Tiong Kiew Chiong, Ms Siew Nyoke Chow, being executive Directors; Mr Leong Chew Meng and Ms Sim Sai Hoon, being non-executive Directors; and Mr David Yu Hon To, Tan Sri Dato' Lau Yin Pin and Temenggong Datuk Kenneth Kanyan Anak Temenggong Koh, being independent non-executive Directors.

General Announcement

Reference No. MC-111207-85067

Company Name : **MEDIA CHINESE INTERNATIONAL LIMITED**
Stock Name : **MEDIAC**
Date Announced : 16/12/2011

Type : Announcement
Subject : OTHERS

Description : Internal Re-organisation (Announcement pursuant to paragraph 9.19(5) of the Main Market Listing Requirements of Bursa Malaysia Securities Berhad)
1) Transfer of Ming Pao Holdings (U.S.A.) Inc. from Charming Holidays (North America) Limited to Ming Pao Holdings Limited
2) Transfer of Delta Tour & Travel Services, Inc. from Ming Pao Holdings (U.S.A.) Inc. to Charming Holidays (North America) Limited

Announcement Details / Table Section:

Ming Pao Holdings (U.S.A.) Inc. (“MPH USA”), Charming Holidays (North America) Limited (“Charming NA”), Ming Pao Holdings Limited (“MPH”) and Delta Tour & Travel Services, Inc. (“Delta Tour”), all being indirect wholly-owned subsidiaries of the Company, propose to undertake internal re-organisations in which 1) Charming NA will transfer 1 share of common stock representing all its interest in MPH USA to MPH for a consideration of US\$1 to be effective on 16 December 2011; and 2) MPH USA will transfer 461,500 shares of common stock representing all its interest in Delta Tour to Charming NA for a consideration of US\$1,020,270 to be effective on 16 December 2011 (collectively known as the “Internal Re-organisation”).

MPH USA whose principal activity is investment holding is currently directly owned by Charming NA. The principal activity of Delta Tour is the provision of travel and travel related services in the North American region and Delta Tour is currently directly owned by MPH USA. Upon completion of the Internal Re-organisation, MPH USA becomes a direct wholly-owned subsidiary of MPH and Delta Tour becomes a direct wholly-owned subsidiary of Charming NA, all of which are indirect wholly-owned subsidiaries of the Company.

The Internal Re-organisation will streamline the structure of the tour business and enable the Company to further develop its tour business.

The Internal Re-organisation will be satisfied in cash and would not have any material impact on the consolidated earnings and net tangible assets of the Company and its subsidiaries (the “Group”) for the financial year ending 31 March 2012.

The Directors of the Company are of the opinion that the Internal Re-organisation is in the best interests of the Group and the Company’s shareholders as a whole.

This announcement is dated 16 December 2011.