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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 August 2012

As at the date of this announcement, the Board comprises Tan Sri Datuk Sir Tiong Hiew King, Dato' Sri Dr Tiong Ik King, Mr Tiong Kiew Chiong, Mr Ng Chek Yong and Ms Siew Nyoke Chow, being executive Directors; Mr Leong Chew Meng, being non-executive Director; 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-120816-41865

Company Name : **MEDIA CHINESE INTERNATIONAL LIMITED**
Stock Name : **MEDIAC**
Date Announced : **16/8/2012**

Type : **Announcement**
Subject : **OTHERS**

Description : **MEDIA CHINESE INTERNATIONAL LIMITED**
- **FORMATION OF A NEW SUBSIDIARY, PT SINCHEW INDONESIA (Announcement pursuant to paragraph 9.19(23) of the Main Market Listing Requirements of Bursa Malaysia Securities Berhad)**

Announcement Details / Table Section:

The Board of Directors of the Company wishes to announce that Sin Chew Media Corporation Berhad through its wholly-owned subsidiary, Sinchew-i Sdn Bhd, has formed a new subsidiary namely PT Sinchew Indonesia (Company No. AHU-43809.AH.01.01 Tahun 2012) with 80% shareholding. The remaining 20% stake in PT Sinchew Indonesia will be held by Abdul Alek Soelystio. Consequent thereon, PT Sinchew Indonesia will become an indirect subsidiary of the Company.

PT Sinchew Indonesia was incorporated on 10 August 2012 under the laws of the Republic of Indonesia, with an issued and paid-up capital of 1,500 shares with a total nominal value of USD1.5 million. PT Sinchew Indonesia is presently dormant and its intended principal activity is to distribute printing and publication materials and provide related management consultancy services and conduct such other business activities in connection with the business of publishing.

The aforesaid new subsidiary is not expected to have any material effect on the consolidated earnings and net assets of the Company for the current financial year.

None of the Directors and/or major shareholders of the Company and/or persons connected with them has any interest, direct or indirect, in the aforesaid incorporation.

This announcement is dated 16 August 2012.