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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.

21 September 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-120921-2BBC1

Company Name : **MEDIA CHINESE INTERNATIONAL LIMITED**  
Stock Name : **MEDIAC**  
Date Announced : **21/9/2012**

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

Description : **MEDIA CHINESE INTERNATIONAL LIMITED**  
- **DEEMED DISPOSAL OF SUBSIDIARIES IN RELATION TO THE PROPOSED SPIN-OFF AND THE SEPARATE LISTING OF THE TRAVEL AND TRAVEL-RELATED BUSINESS ON THE GROWTH ENTERPRISE MARKET ("GEM") OF THE STOCK EXCHANGE OF HONG KONG LIMITED ("HKEX")("PROPOSED SPIN-OFF")**

### Announcement Details / Table Section:

Reference is made to the announcements of the Company dated 15 August 2012 and 16 August 2012 in relation to the Proposed Spin-off.

The Board of Directors is pleased to announce that the Company has today received a confirmation letter from HKEx that the Proposed Spin-off has satisfied the requirements of Practice Note 15 of the Rules Governing the Listing of Securities on the HKEx. As such, Charming Holidays International Limited, a wholly-owned subsidiary of the Company would proceed with its listing application to the HKEx in due course.

This announcement is dated 21 September 2012.