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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)

**DEEMED DISPOSAL OF SUBSIDIARIES  
IN RELATION TO  
THE PROPOSED SPIN-OFF AND THE SEPARATE LISTING OF  
THE TRAVEL AND TRAVEL-RELATED BUSINESS OF THE TRAVEL GROUP  
ON THE GROWTH ENTERPRISE MARKET OF  
THE STOCK EXCHANGE OF HONG KONG LIMITED**

This announcement is made pursuant to Rule 13.09 of the Listing Rules and Paragraph 9.19(47) of the Listing Requirements.

Reference is made to the announcement (the “Announcement”) of the Company dated 15 August 2012 in relation to the Proposed Spin-off. Unless otherwise defined in this announcement, capitalised terms used herein shall have the same meanings as those defined in the Announcement.

The Board is pleased to announce that the Company has submitted a proposal in relation to the Proposed Spin-off to the HKEx for consideration and approval pursuant to Practice Note 15 of the Listing Rules on 16 August 2012.

**The Company will make further announcements in relation to the Proposed Spin-off as and when appropriate and/or required under the Listing Rules and the Listing Requirements.**

**There is no assurance that the Proposed Spin-off will proceed or the HKEx will grant its approval. Shareholders and potential investors of the Company are advised to exercise caution when dealing in the securities of the Company.**

By order of the Board  
**Media Chinese International Limited**  
Tiong Kiew Chiong  
*Director*

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.*