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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)

**UPDATE ON
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 the Inside Information Provisions (as defined in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Cap. 571, Laws of Hong Kong) and Rule 13.09(2) of the Listing Rules.

Reference is made to the announcements of the Company dated 15 August 2012, 16 August 2012, 21 September 2012, 9 October 2012 and 7 December 2012 (the “Announcements”) in relation to the Proposed Spin-off. Unless otherwise defined in this announcement, capitalised terms used herein shall have the same respective meanings as those defined in the Announcements.

The Board announces that the application submitted by Charming Holidays International to the Stock Exchange for the listing of, and permission to deal in, the shares of Charming Holidays International in issue and to be issued on GEM under the Proposed Spin-off has lapsed under the relevant GEM Listing Rules, and due to strategic consideration, the Company is still considering whether to pursue the new listing application under the Proposed Spin-off at the moment. Therefore, the Board announces that the Proposed Spin-off will not be pursued until further decision has been made by the Company. In the event that the Company has decided to submit a re-application for the Proposed Spin-off, further announcement(s) will be made by the Company in relation thereto as and when appropriate.

Shareholders and potential investors should exercise caution when dealing in or investing in the securities of the Company. If in any doubt, Shareholders and potential investors contemplating dealing in the securities of the Company are recommended to consult their professional advisors.

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

6 February 2014

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 Mr Leong Chew Meng, being executive directors; Ms Tiong Choon, 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.