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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)

**APPOINTMENT OF EXECUTIVE DIRECTOR**

The Board is pleased to announce that Mr Ng Chek Yong has been appointed as an executive director of the Company with effect from 1 March 2012.

The board of directors (the "Board") of Media Chinese International Limited (the "Company" which together with its subsidiaries, the "Group") is pleased to announce that Mr Ng Chek Yong has been appointed as an executive director of the Company with effect from 1 March 2012.

Mr Ng, aged 55, joined the Group in 1988. He is currently the executive director of Sin Chew Media Corporation Berhad ("Sin Chew"), a wholly-owned subsidiary of the Company in Malaysia, and a member of the Malaysian Executive Committee of the Group. He is also a director and the Chief Executive Officer of Mulu Press Sdn Bhd, a wholly-owned subsidiary of Sin Chew, and the Regional Editor of East Malaysia for *Sin Chew Daily*. He began his career as a reporter/feature writer with *See Hua Daily News* in 1979. In 1988, he joined *TO-DAY News Sabah* as the Chief Reporter and in the same year took up the position of a reporter in Sin Chew. From 1980 to 1988, he was the Secretary-General and Chairman of Sarawak Constellation Poetical Society. Furthermore, he was the President of Federation of Sarawak Journalists Association as well as the President of Kuching Division Journalists Association in Malaysia from 1990 to 1991.

Mr Ng has not held any directorships in any publicly listed companies, whether in Hong Kong or overseas, during the past three years. Save as disclosed above, Mr Ng does not have any relationship with any directors, senior management or substantial or controlling shareholders of the Company and has not held any other positions with any other members of the Group.

As at the date hereof, Mr Ng has not held any interest in shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

Mr Ng has entered into a letter of appointment with the Company for a term of two years which will commence from 1 March 2012 and is subject to retirement by rotation and re-election at the annual general meetings of the Company in accordance with the Bye-Laws of the Company. He will be entitled to receive a salary of RM600,000 per annum. In addition, Mr Ng is entitled to receive bonus, performance incentive, and other benefits as may be decided by the Board having regard to his performance and duties.

Save as disclosed above, there are no other matters that need to be brought to the attention of the shareholders of the Company and there is no other information which is discloseable nor is/was he involved in any of the matters required to be disclosed pursuant to any of the requirements of the provisions under paragraphs 13.51(2)(h) to 13.51(2)(v) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The Board would like to congratulate Mr Ng on his appointment.

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

28 February 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 and Ms Siew Nyoke Chow, being executive directors; Mr Leong Chew Meng and Ms Sim Sai Hoon, 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.*