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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.

12 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-120912-41080

Company Name : **MEDIA CHINESE INTERNATIONAL LIMITED**  
Stock Name : **MEDIAC**  
Date Announced : **12/9/2012**

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

Description : **MEDIA CHINESE INTERNATIONAL LIMITED**  
- **INCORPORATION OF A NEW WHOLLY-OWNED SUBSIDIARY – SINCHEW (USA) INC. (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 is pleased to announce that Sin Chew Media Corporation Berhad through its wholly-owned subsidiary, Sinchew-i Sdn Bhd, has incorporated a new wholly-owned subsidiary known as Sinchew (USA) Inc. in New York, USA.

Sinchew (USA) Inc. was incorporated on 31 August 2012 under the laws of the State of New York, USA, with an issued and paid-up share capital of USD200 comprising 200 common shares at no par value. The intended principal activity of Sinchew (USA) Inc. is investment holding.

The aforesaid new wholly-owned 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 12 September 2012.