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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)

RE-DESIGNATION OF DIRECTOR

The Board announces that Ms Sim Sai Hoon will be re-designated from an Executive Director to a Non-Executive Director of the Company with effect from 1 October 2011.

The board of directors (the “Board”) of Media Chinese International Limited (the “Company”) announces that Ms Sim Sai Hoon will be re-designated from an executive director (“Executive Director”) to a non-executive director (“Non-Executive Director”) of the Company with effect from 1 October 2011.

Ms Sim Sai Hoon, aged 52, was appointed as an Executive Director of the Company on 20 March 2008. She is currently a member of the Group Executive Committee and Remuneration Committee of the Company, and an executive director of Sin Chew Media Corporation Berhad (“Sin Chew”), a wholly-owned subsidiary of the Company. Subsequent to her re-designation, she will cease to be a member of the Group Executive Committee of the Company and an executive director of Sin Chew, but shall remain as a member of the Remuneration Committee of the Company. Ms Sim obtained a Bachelor of Science (Honours) in Chemistry and Management from the University of London and a Post-graduate Diploma in Chinese from Ealing College, London in the United Kingdom. She has significant experience in setting up joint venture companies with foreign partners in the manufacturing and utility businesses. She is also a member of the National Association of Women Entrepreneurs, Malaysia and was a member of the National Advisory Council on the Integration of Women in Development, Malaysia. On 15 December 2009, she has been appointed as a member of the Malaysia Healthcare Travel Council Advisory Committee. In April 2010, she was appointed as a panel member in assisting SME Corp Malaysia to formulate entrepreneurship programmes for women entrepreneurs. She co-founded CENSE (Centre for Strategic Engagement), a niche, non-political thinktank, which works on policy analysis, industry research and effective advocacy tools to enhance businesses in a challenging environment. In July of this year, Ms Sim was awarded the Woman Super Achiever Award for Excellence in Branding and Marketing at the 2nd CMO Asia Awards held by CMO Council in Singapore.

Save as disclosed above, Ms Sim has not held any directorships in any other publicly listed companies, whether in Hong Kong or overseas, during the past three years. She 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 subsidiaries of the Company.

As at the date hereof, Ms Sim was not interested in any shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

Ms Sim and the Company will enter into a service contract for a term of 2 years commencing from 1 October 2011 to 30 September 2013. The appointment of Ms Sim as a Non-Executive Director of the Company is subject to retirement by rotation and re-election at annual general meetings of the Company in accordance with the bye-laws of the Company. In addition, she will be entitled to receive a director's fee which will be determined by the Board with reference to her responsibilities and the prevailing market practice and approved by shareholders of the Company at annual general meeting.

Save as disclosed above, the Board is not aware of any information which is required to be disclosed pursuant to the requirements of the rule 13.51(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited, or any other matter that needs to be brought to the attention of the shareholders of the Company in relation to the re-designation of Ms Sim.

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

30 September 2011

As at the date of this announcement, the Board comprises Tan Sri Datuk Sir Tiong Hiew King, Mr Tiong Kiu King, Dato' Sri Dr Tiong Ik King, Mr Tiong Kiew Chiong, Ms Siew Nyoke Chow and Ms Sim Sai Hoon, 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.