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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.

3 August 2009

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, Dato' Leong Khee Seong, 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, Mr Victor Yang, Tan Sri Dato' Lau Yin Pin and Temenggong Datuk Kenneth Kanyan Anak Temenggong Koh, being independent non-executive Directors.

General Announcement

Reference No. **MC-090730-35213**

Company Name : **MEDIA CHINESE INTERNATIONAL LIMITED**
Stock Name : **MEDIAC**
Date Announced : **03/08/2009**

Type : **Announcement**
Subject : **Acquisition of Shares in MCIL Multimedia Sdn. Bhd. (formerly known as Nanyang Online Sdn. Bhd.) by Sin Chew Media Corporation Berhad**
(Announcement pursuant to paragraph 9.19 of the Listing Requirements of Bursa Malaysia Securities Berhad)

Contents:

Pursuant to Paragraph 9.19 of the Listing Requirements of Bursa Malaysia Securities Berhad (“Bursa Securities”), the Board of Directors of the Company wishes to announce that Sin Chew Media Corporation Berhad (Company No. 98702-V) (“SCMC”) and Nanyang Press Holdings Berhad (Company No. 3245-K) (“NPHB”), the wholly-owned subsidiaries of the Company, have agreed to undertake an internal restructuring of MCIL Multimedia Sdn Bhd (formerly known as Nanyang Online Sdn. Bhd.) (Company No. 515740-D) (“MCIL Multimedia”) such that SCMC has on 1 August 2009 acquired 10,000,000 ordinary shares of RM1.00 each in MCIL Multimedia, representing 100% of the entire issued and paid-up capital of MCIL Multimedia, from NPHB at a total cash consideration of RM1.00 (or equivalent to approximately HK\$2.20) (the “Acquisition”).

After completion of the Acquisition, MCIL Multimedia becomes a wholly-owned subsidiary of SCMC, which in turn is a wholly-owned subsidiary of the Company.

MCIL Multimedia was incorporated on 1 June 2000 under the Companies Act, 1965 with an authorised, issued and paid-up share capital of RM10,000,000.00 comprising 10,000,000 ordinary shares of RM1.00 each. The principal activities of MCIL Multimedia are carrying out electronic commerce activities through internet and multimedia.

The Acquisition will enable the Company and its subsidiaries (the “Group”) to streamline its online business in its Malaysian operations.

The Acquisition is satisfied wholly in cash and will have no significant impact on the Group’s earnings and net tangible assets for the financial year ending 31 March 2010.

The Directors of the Company are of the opinion that the Acquisition is in the best interests of the Company and the shareholders as a whole.

This announcement is dated 3 August 2009.