

**[For Immediate Release]**



**Ming Pao Shareholders adopt name change to  
Media Chinese International Limited**

(1 February 2008 – Hong Kong) Ming Pao Enterprise Corporation Limited (“MPE” or “the Company”, HKSE stock code: 685), is pleased to announce that its shareholders unanimously agreed on a resolution for the Company’s name change in a Special General Meeting held today.

They have resolved to change the Company’s English name to “Media Chinese International Limited” and to adopt the Chinese name “世界華文媒體有限公司”.

These changes will be effective upon completion of the merger of the Company, Sin Chew Media Corporation Berhad (“Sin Chew”) and Nanyang Press Holdings Berhad (“Nanyang Press”) in the form of the exchange of all the issued shares in each of Sin Chew and Nanyang Press into ordinary shares of the Company.

The name change serves to better reflect the consolidation of the Company, Sin Chew and Nanyang Press to create a global Chinese language media group, thereby increasing the visibility of the merged entity and in particular within the Chinese community.

Shareholders of MPE will benefit from the merger as the Company will have a much larger and stronger base of assets and profitability once the transaction is completed. Both Sin Chew and Nanyang Press have exhibited significant enhancement on their financial performances recently. Sin Chew achieved a profit after tax of RM37.84 million (about HK\$91.09 million) for the six months ended 30 September 2007, which equals to a 24.7% year-on-year increase. Nanyang Press returned to profit during the first quarter ended 30 September 2007 as it registered an after-tax profit of RM2.85 million (about HK\$6.86 million), compared with the RM3.04 million (HK\$7.32 million) loss made during the same period the previous year.

Commenting on the merger, Tan Sri Datuk Tiong Hiew King (“Tan Sri Datuk Tiong”), the Chairman of MPE and Sin Chew said, “We are putting finishing touches to our bold plan to build tomorrow’s business today. We adhere strongly to our belief that this merger helps to facilitate operations around the world and strengthens our ability to collect and distribute first-hand news while exploring new business opportunities. It will also strengthen our distribution network.”

“The merger is going to effectively create one of the largest and strongest global Chinese language media platforms, serving a vast population of Chinese literate people around the world. This global platform will give the Group a competitive advantage over its competitors in terms of scale and coverage. We are confident that the Company's growth prospects will be translated into growth in revenue and profits through a broader range of services, creating even better returns for our shareholders.”

(RM 1 = HK\$2.4072)

### **About MPE**

MPE and its subsidiaries (the “Group”) is a leading Chinese media conglomerate most noted for its flagship publication, Ming Pao Daily News, a leading Chinese newspaper amongst the Chinese-speaking communities across the world. Over the years, the Group has amassed a high-income and well-educated readership. The paper has progressed into four international editions outside of Hong Kong, including Toronto, Vancouver, New York and San Francisco. Moreover, the Group is also engaged in other businesses including books publishing, printing, internet content as well as travel-related services. It is also the controlling shareholder of One Media Group Limited which is listed on the main board of the Hong Kong Stock Exchange. The Group has been listed on the main board of the Hong Kong Stock Exchange since 22 March 1991. MPE will change its English name to “Media Chinese International Limited” and adopt the Chinese name “世界華文媒體有限公司” upon completion of the merger of the Company, Sin Chew and Nanyang Press.

### **About SCM**

SCM has been listed on the main board of Bursa Malaysia Securities Berhad since 18 October 2004. SCM publishes two leading Chinese dailies in Malaysia namely Sin Chew Daily and Guang Ming Daily. Sin Chew Daily and Guang Ming Daily rank first and third respectively in terms of circulation and readership in Peninsular Malaysia with a total daily circulation of 500,000 copies per day. SCM also publishes four periodicals and has recently made its debut in Indonesia by providing editorial services to the oldest Chinese daily namely “Harian Indonesia”. SCM also operates the largest Chinese online portal i.e Sinchew-i in South East Asia with 450 million page views a month.

### **About NPH**

NPH is the publisher of two Chinese mainstream dailies in Malaysia namely Nanyang Siang Pau and China Press. China Press and Nanyang Siang Pau rank second and fourth respectively in terms of circulation and readership in Peninsular Malaysia. Nanyang Siang Pau is the oldest Chinese daily in Malaysia. NPH is also known for its magazines which ranges from fashion, beauty, health, automotive, travel to many other lifestyle issues. Some of the main titles include Citta Bella, Feminine, New Tide, Long Life and New Life Post. In addition, NPH is also well known for its online portal i.e Nanyang.com. NPH was primarily listed on the main board of Bursa Malaysia Securities Berhad on 17 April 1989.

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