

[For Immediate Release]



MEDIA CHINESE INTERNATIONAL LIMITED

**Media Chinese announces its unaudited third quarter results
for the nine months ended 31 December 2008**

Financial Highlights	For the 3 months ended 31 December 2008 (unaudited)	For the 3 months ended 31 December 2007 (unaudited)	Change
	US\$'000	US\$'000	
Turnover	95,229	82,258	+15.8%
Profit before tax	10,861	12,517	-13.2%
	For the 9 months ended 31 December 2008 (unaudited)	For the 9 months ended 31 December 2007 (unaudited)	Change
	US\$'000	US\$'000	
Turnover	315,364	253,272	+24.5%
Profit before tax	34,027	30,527	+11.5%

27 February 2009 — **Media Chinese International Limited** (“**Media Chinese**” or the “**Group**”; SEHK stock code: 685; KUL stock code: 5090; “**世界華文媒體有限公司**”) today announced its third quarter results for the nine months ended 31 December 2008.

The Group’s consolidated turnover for its third quarter grew by 15.8% year-on-year to US\$95,229,000. This was mainly due to the moderate increase in revenue from Sin Chew Media Corporation Berhad (“**Sin Chew**”) and the inclusion of the revenue of Nanyang Press Holdings Berhad (“**Nanyang**”), which has become part of the Group since April 2008. The Group’s consolidated profit before tax for the three months period, however, decreased by 13.2% year-on-year to US\$10,861,000 and was mainly due to the impact of the current economic downturn which has negatively affected the Group’s publishing business in Hong Kong and North America.

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For the nine months ended 31 December 2008, the Group's consolidated turnover rose by 24.5% year-on-year to US\$315,364,000, whilst its consolidated profit before tax during the same period increased by 11.5% to US\$34,027,000, when compared to US\$30,527,000 in the corresponding period of 2007. The growth in consolidated turnover and profit before tax for the nine-month period was mainly due to a combination of factors including the revenue growth from Sin Chew, effective cost efficiencies and the inclusion of the operating results of Nanyang.

Basic earnings per share were US1.28 cents for the nine months ended 31 December 2008; and US0.38 cents for the three-month period.

During the period under review, the unfolding global financial crisis inflicted negative impacts on most industries and economies, including media business. These translate into slower momentum in advertising spending across major markets where the Group operates. With the global economy heading for a recession, this will further impair consumer confidence. The advertising markets where the Group operates are set to soften considerably in 2009. This poses escalating challenges for the Group in the near future.

However, the Group is working on efforts to face the economic challenges ahead which include cost containment, reducing wastage of resources, maximizing usage of newsprint and continuous emphasis on improving efficiencies in its operations.

Commenting on this set of third quarter results, Mr. Francis Tiong, the Group Chief Executive Officer, said: "The economic crisis is unfolding rapidly and it has affected our businesses. Faced with a situation beyond anyone's control or prediction, our Group will concentrate on improving cost efficiencies and productivities throughout our businesses, a move which is particularly important in the current economic climate."

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About Media Chinese International Limited

Media Chinese International Limited is a leading global Chinese-language media group dually listed on main boards of The Stock Exchange of Hong Kong Limited (under the ticker 685) and Bursa Malaysia Securities Berhad (under the ticker 5090). Media Chinese was formed by the successful merger of Ming Pao Enterprise Corporation Limited, Sin Chew Media Corporation Berhad and Nanyang Press Holdings Berhad. Media Chinese is the proprietor of Life Publishers Berhad, the largest Chinese-language magazine publisher in Malaysia, and is the major shareholder of One Media Group Limited (listed on the main board of The Stock Exchange of Hong Kong Limited under the ticker 426). Media Chinese's product portfolio comprises 5 daily newspapers in 14 editions with a total daily circulation of over 1 million copies, over 30 magazine titles and around 470 million pageviews per month for its various online portals across key cities in North America, Southeast Asia and Greater China.

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