[For Immediate Release]

世界華文 媒體 MEDIA CHINESE

MEDIA CHINESE INTERNATIONAL LIMITED

Media Chinese announces its first full year results for the year ended 31st March 2008

Financial Highlights *(audited)*

(in US$'000)	***2008***	***2007***	***Change***
Turnover	**328,260**	**304,563**	**+8%**
Profit before tax	**43,761**	**26,766**	**+63%**
Profit after tax	**31,952**	**20,162**	**+58%**
Basic earnings per share (US cents)	**2.10**	**1.26**	**+67%**
Total assets	**441,396**	**261,496**	**+69%**

16 July 2008, Hong Kong – 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 first audited annual results for the year ended 31 March 2008 after the completion of the merger of Ming Pao Enterprise Corporation Limited ("Ming Pao"), Sin Chew Media Corporation Berhad ("Sin Chew") and Nanyang Press Holdings Berhad ("Nanyang").

The Group has applied merger accounting for combination of financial results and positions of Ming Pao and Sin Chew as if the combination had occurred from the date when the merger was completed since the first day. The Group has also applied acquisition accounting to account for the acquisition of a 100% interest in Nanyang as a wholly-owned subsidiary with effect from 31st March 2008. In other words, the profit of the Group includes that of Ming Pao and Sin Chew, but not Nanyang, while the financial position includes all those of Ming Pao, Sin Chew and Nanyang.

The Group's turnover for the year grew by 8% or US$23,697,000 as compared to the previous financial year. The increase was mainly driven by the growth in revenues from the Group's business in Southeast Asia and North America. Consolidated profit before tax for the year amounted to US$43,761,000, which represented a year-on-year increase of US$16,995,000 or 63%. The better operating performance was primarily due to synergies derived from the merger and the growth in turnover.

The operations in Malaysia saw its profit and revenue rose in the financial year ended 31st March 2008, primarily attributable to synergy of the merger and the growth in advertising income driven by increased circulations of the Group's publications in Malaysia during the General Election and the overall marked improvement in advertising expenditure for the media in the region.

The operations in Hong Kong had been able to maintain its turnover compared to that in the last corresponding year despite the intense competition in the newspaper industry in the city. Advertising income demonstrated signs of topping out from the peak experienced in the second half of last year, mirroring the broader trend of moderating economic growth in the region.

The Group's operations in Mainland China, which involve the publication of lifestyle magazines operated by One Media Group Limited (SEHK stock code: 426) and a printing operation, saw a slight decline in turnover primarily due to a decision to terminate the operation of two magazines which did not perform up to expectations.

Publication operations relating to overseas editions in major cities in North America and the free daily newspapers started to show signs of turning around as advertisers started to see the Group's competitive edge in leveraging its high quality editorial contents from its already-successful paid print products to the free-of-charge delivery space.

Commenting on this set of annual results, Mr. Francis Tiong, the Group Chief Executive Officer, said: "Following the successful completion of the merger in April 2008, the Group is operating one of the largest Chinese-language media content platforms in the world. We are prepared to leverage strengths of this platform and its constituent media content assets to bring our businesses 'from local to global' and 'from print to non-print' in the advent of advances in communication technology. We are making inroads into cross-selling its media contents into different markets."

"Meanwhile, we remain vigilant on the mounting challenges in its operating environments. The upward trend of newsprint price is expected to continue and this would likely have impact on our performance. Barring unforeseen circumstances and taking into account of the increase in costs due to rising oil prices, our Board anticipates that the operating environment for our core business in the coming year will be competitive and challenging."

"Nevertheless, we shall strive towards achieving satisfactory results through effectively utilizing resources and maximizing the operational synergies of the common platform created by the successful merger entity. At the same time, having established a global Chinese-language media platform, we shall continue to explore business opportunities for expansion." Mr. Tiong concluded.

- End -

About Media Chinese International Limited

Media Chinese International Limited is a leading global Chinese-language media group dually listed on mainboards of the Stock Exchange of Hong Kong (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 mainboard of the Stock Exchange of Hong Kong under the ticker 426).

For further information, please contact:
Media Chinese International Limited
Tel : (852) 25953200
Email : corpcom@mediachinese.com
Fax : (852) 28982696

iPR Ogilvy Limited
Sandy Ip/ Stella Lui/ Peter Chan
Tel : (852) 2136 6118/ 2136 6178/ 2136 6955
Email : sandy.ip@iprogilvy.com/ stella.lui@iprogilvy.com/
peter.chan@iprogilvy.com/
Fax : (852) 3170 6606