

[For Immediate Release]



MEDIA CHINESE INTERNATIONAL LIMITED

Media Chinese announces its unaudited first quarter results for the three months ended 30th June 2008

<i>Financial Highlights</i>	<i>For the 1st quarter ended 30th June 2008 (unaudited)</i>	<i>For the 1st quarter ended 30th June 2007 (unaudited)</i>	<i>Change (%)</i>
	USD'000	USD'000	
Turnover	109,483	83,245	31.5%
Profit before tax	13,143	8,851	48.5%
Earnings per share (US cents)	0.52	0.38	36.8%

27th August 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 unaudited first quarter results for the three months ended 30th June 2008.

The Group’s results for the current quarter included those of Ming Pao Enterprise Corporation Limited (“Ming Pao”), Sin Chew Media Corporation Berhad (“Sin Chew”) and Nanyang Press Holdings Berhad (“Nanyang”), whereas for the corresponding period last year, only results of Ming Pao and Sin Chew have been included.

For the first quarter ended 30th June 2008, the Group’s unaudited consolidated turnover amounted to USD109,483,000 (HKD853,967,400) (2007Q1:USD83,245,000). Profit before tax for the period was USD13,143,000 (HKD102,515,400) (2007Q1:USD8,851,000).

The improvement in profit was attributable to the increase in advertising income as well as the operational synergies resulting from the merger. In addition, the pre-tax profit of One Media Group (SEHK stock code : 426) has been improved by 215.5% to HKD7,729,000 from HKD2,450,000 in the same period last year.

The Group’s earnings per share for the quarter were up to US0.52 cents, compared to US0.38 cents in the corresponding quarter last year.

Excluding the results of Nanyang, the growth in turnover was mainly driven by the satisfactory business performance from the Group's publishing business in Malaysia, which recorded an increase in turnover of 17.7% or USD6,124,000 when compared to that of the same period a year ago.

Commenting on this first quarter results for the financial year 2008/2009, Mr. Francis Tiong, Group Chief Executive Officer, said: "The Group started to receive full benefits of the merger beginning from this quarter, namely improved revenue yields due to better use of pagination in our publishing businesses, and continuous improvement in business processes and efficiencies derived from its Malaysian operations and strong portfolio of Chinese-language publications comprising 5 paid dailies with a combined circulation of over one million copies a day, 2 free dailies and more than 30 magazine titles."

"Nevertheless, we are fully aware of the current challenging economic environment. The management will take all reasonable steps to mitigate the impact of these challenges. We will also strive to achieve satisfactory performance barring any unforeseen circumstances."

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Note: The translation into HKD of the above financial information for the quarter ended 30th June 2008 with comparatives are for reference only and have been made at the same exchange rate of USD 1 to HKD 7.8

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 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 mainboard of the Stock Exchange of Hong Kong Limited under the ticker 426).

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