

[For Immediate Release]



MEDIA CHINESE INTERNATIONAL LIMITED

Media Chinese becomes a KLCI constituent stock Garnering recognition from the international investment community

9 October, 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”) will be admitted into Kuala Lumpur Composite Index 100 (“KLCI”) following the index’s latest review. This reflects the wide recognition among the international investment community that Media Chinese has earned for its business direction and achievements. The inclusion will take effect on 28 October, 2008.

The KLCI is a generally accepted as Malaysia’s local stock market barometer. It is a broad-based capitalization-weighted index tracking the performance of the 100 largest companies traded on the main board of Bursa Malaysia Securities Berhad. The performance of all 100 companies on KLCI 100 is the benchmark used to track Bursa’s daily performance.

Mr. Francis Tiong, Group Chief Executive Officer of Media Chinese, commented: “The inclusion of Media Chinese into KLCI represents a solid endorsement by the international investment community on the business model the Group adopted and its commendable track record achieved pursuant to the successful completion of the merger in April 2008.

“Operating one of the largest Chinese-language media content platforms in the world, the Group will leverage 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.”

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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 paid daily newspapers in 15 editions with a total daily circulation of over 1 million copies, 2 free daily newspapers in the United States, 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.

For further information, please contact:

Corporate Communications Department

Media Chinese International Limited

Tel : (852) 2595 3355

Email : corpcom@mediachinese.com

Fax : (852) 2515 0294

iPR Ogilvy Ltd.

Philip Lo/ Stella Lui/ Peter Chan

Tel : (852) 3170 6754/ 2136 6178/ 2136 6955

Email : philip.lo@iprogilvy.com/ stella.lui@iprogilvy.com/
peter.chan@iprogilvy.com/

Fax : (852) 3170 6606