

【 For Immediate Release 】



MEDIA CHINESE INTERNATIONAL LIMITED

Media Chinese has won the grand “Deal of the Year” Award by the Malaysian M&A Association

8 July 2009, Hong Kong/Kuala Lumpur — **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**”) has recently won the grand “Deal of the Year Award” at the Third National Mergers and Acquisitions Awards 2009 hosted by the Malaysian Mergers & Acquisitions Association.

This trophy award was on the top of the “Most Innovative Deal of the Year Award” the Group won in the same award scheme.

The Awards were for the merger transaction among Sin Chew Media Corp Bhd (“Sin Chew”), Nanyang Press Holdings Bhd (“Nanyang”) and Hong Kong-based Ming Pao Enterprise Corp Ltd (“Ming Pao”) which saw the creation of the Group. They represent a very distinguished victory for the Group in the award scheme, which received 163 nominations this year, a record since its inception three years ago.

The “Most Innovative Deal of the Year Award” recognized the structure, negotiation, financing and complicated legal issues involved in the transaction and that it is a breakthrough from the usual framework. Media Chinese beat seven other heavyweights in this category, including Bumiputra-Commerce Holdings Bhd, Khazanah Nasional Bhd (Petronas), UEM World Bhd, CIMB Group Bhd and IJM Corp Bhd.

The Association has highlighted in its citation for giving this Award to the Group: “Essentially shareholders of Sin Chew and Nanyang swapped their stocks with those of Ming Pao that later was renamed as Media Chinese International Ltd and took over the listing status of Sin Chew on Bursa Malaysia. Media Chinese was listed on both Bursa Malaysia and Hong Kong, making it the first ever dual primary listing for the Hong Kong Stock Exchange and Bursa Malaysia. Trading in shares of Media Chinese is also fully fungible, which means that a shareholder can easily transfer his shares to trade in either market at anytime.”

The citation also pointed out: “The merger, completed on 30 April 2008, required a lot of work due to the two different exchanges involved. This meant ensuring compliance with the two sets of listing rules, ensuring sufficient investor protection and corporate governance standards, among others.”

“A dual primary listing was also crucial to the success of the cross border merger as all three companies owned major newspapers in Malaysia and Hong Kong. This means that the merged entity should more desirably be listed in both Malaysia and Hong Kong.”

"The merger has transformed Media Chinese into a global media group that is able to use its size to lure more advertisers and derive additional profits from improved efficiency," the citation added, "This transaction created the world's biggest Chinese-language newspaper group outside China. Its products are sold in major cities across North America, Southeast Asia and the Greater China region."

The merger has attained a few remarkable breakthroughs among transactions in the same category, including achieving the first dual listing after the merger, the first Bermuda company to be dually listed on Bursa Malaysia and Hong Kong Stock Exchange, the first share transaction with full fungibility between the Hong Kong Stock Exchange and Bursa Malaysia, and the largest merger deal of any Chinese media company.

This transaction involved a high level of complexity and time in resolving the legal technicalities, namely discussion with the relevant authorities in Malaysia to obtain approval from the Securities Commission, Bursa and Bank Negara; the need to meet the requirements of the Hong Kong Stock Exchange; and requirements under three jurisdictions, including Malaysia, Hong Kong and Bermuda.

The "Deal of the Year Award", meanwhile, recognizes Media Chinese's inroads made in expanding its clientele base, products and infrastructure after the merger. In addition to that, the judges had taken into consideration that Media Chinese has handled the promotion of the merger in the media well.

Commenting on this huge victory for the Group, Mr. Francis Tiong, the Group Chief Executive Officer, said: "We are pleased to have this deal being recognized by veterans of the mergers and acquisitions industry as a creative transaction. For us, this merger has already opened our door to numerous growth opportunities in media-related businesses — both traditional and new — by targeting Chinese-speaking communities around the world. It has allowed for greater corporate synergy and operational innovation: While Media Chinese will continue to provide traditional printing and publishing services, it will also explore opportunities to enhance its non-print deliveries."

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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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