

【 For Immediate Release 】



MEDIA CHINESE INTERNATIONAL LIMITED

Media Chinese establishes a partnership with IATOPIA.COM in e-publication technologies and content management system

17 August 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**”) announced today that its first move into the digital publication technology sector by establishing a partnership with **IATOPIA.COM LIMITED** (“latopia.com”), in the areas of e-publication technologies and content management system.

latopia.com, established by Founder and President Dr. Raymond Lee in 2006, is principally engaged in the creation and provision of intelligent technologies in multi-media and gateway to multi-topic interest e-communities. Its patented IATOPIA Web 3.0 technology integrates an e-publication technology, a content management system (“CMS”) and a copyright protection technology, etc.

Through an agreement reached today, MediaNet Investment Limited (“MediaNet Investment”), a wholly-owned subsidiary of the Group, has agreed to subscribe for convertible notes of an aggregate principal amount of up to HK\$4,500,000 to be issued by latopia.com in three stages, an arrangement that will allow MediaNet Investment to convert the principal amount of the convertible notes into, in aggregate, no more than 21.7% of the ordinary shares of latopia.com over a three-year period.

Commenting on this important partnership, Mr. Francis Tiong, Group Chief Executive Officer of Media Chinese, said, “This partnership will play a catalytic role in our expansion into the digital media space. From a business development perspective, it helps us extend our rich Chinese-language content to other media platforms such as IPTV, Web and mobile, thereby expand our channels, reader and advertiser bases. On the operation side, this partnership allows us to gain access to the full integrated CMS and the state-of-the-art search engine, which will help us digitalize, manage and aggregate our content resulting in an enriched and organized content bank.”

Dr. Raymond Lee, Founder and President of latopia.com, commented: “We welcome this partnership that brings together our well-established technology platform with Media Chinese’s rich and high-quality Chinese-language archival and new content. It brings us closer to latopia.com’s primary mission of promoting a new generation of intelligent Internet browsing, reading, searching and knowledge acquisition in different topical interests relating to daily living. I truly believe this partnership will bring both of us to the next level of e-publication and digital media deliveries to our targeted and well-profiled subscriber pools, thereby open our doors to a wide array of advertising and marketing opportunities.”

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About Media Chinese International Limited

Media Chinese International Limited is a leading global Chinese-language media group primary listed on the main board of The Stock Exchange of Hong Kong Limited (under the ticker 685) and Bursa Malaysia Securities Berhad (under the ticker 5090). Media Chinese's product portfolio comprises 5 daily newspapers in 14 editions with a total daily circulation of over 1 million copies, 1 daily free newspaper and over 30 magazines. Its various online portals across key cities in North America, Southeast Asia and Greater China gather around 470 million pageviews per month. 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).

About IATOPIA.COM LIMITED

Founded in May 2006, **IATOPIA.COM LIMITED** is principally engaged in the creation and provision of intelligent technologies in multi-media and a gateway to multi-topic e-communities. Integrating its patented IATOPIA Web 3.0 technology, which includes e-publication technology, content management system, copyright protection technology, etc., latopia.com has developed and been maintaining a dynamic internet portal, IAToLife.com, which creates and manages a collection of multi-media web-based channels focusing on various specialized topics. In July 2009, latopia.com launched an online e-trading platform – VCB2B.COM, which aims at building a worldwide e-trade community using its state-of-the-art IATOPIA Web 3.0 technology. latopia.com also offers high-level consultancy services to government projects and education institutions.

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