

【 For Immediate Release 】



Media Chinese taps China's mobile reading market through an investment in ByRead

30 November 2009, — **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 a major inroad in tapping China’s vast e-book reading community as its wholly-owned investment subsidiary, Media Connect Investment Limited, has entered into an agreement to subscribe for preference shares in the China-based mobile reading platform provider ByRead Inc. (“ByRead”).

Apart from the founders and management of ByRead, this landmark move will make Media Chinese become the strategic shareholder in ByRead, together with Morningside Ventures. Morningside Ventures is part of Morningside, a diversified investment group founded in 1986 by the Chan family of Hong Kong. Morningside was one of the earliest institutional investors in China’s internet industry and media and biotechnology sectors, with successful investments in sohu.com, The9 Limited, ctrip.com, and Target Media.

Through a number of operating subsidiaries, ByRead develops mobile software, operates and provides social networking solutions and mobile reading platforms in China for mobile device users to play both online and standalone games, to connect and interact with other users and to read e-magazines and e-books through mobile devices. Its leading mobile reading software Baiyue (which can be download from www.byread.com), provides mobile value-added services such as entertainment, learning and multimedia applications for individuals and enterprises. Baiyue is also an open channel for individuals or enterprises to make, to manage and to distribute multimedia content to terminal users and mobile users.

Apart from mobile reading, Baiyue allows its users to enjoy a combination of social networking services (“SNS”) and games. In its mobile SNS community, Baiyue offers a wide range of online services including blog, album, group discussion board, dating, news and reading. There are more than 15 million registered users using its SNS community services. The cutting-edge technologies of ByRead have earned it recognition within the industry and various awards, including the 4th rank in the league of the top 50 terminal user software for mobile phones by www.spforum.net in 2008 and the best application service Enfonet award under mobile reading category in ANALYSYS.

This transaction will establish an ideal structure that supports ByRead’s forthcoming fully-fledged development namely, development of its backbone e-book reading software and supporting architecture; and accesses to Media Chinese’s rich, high-quality, new and archival Chinese-language content that will help facilitate enrolment of paid users.

China’s population of Internet users and mobile phone users has been rising significantly in the past decade. According to the National Bureau of Statistics of China, the number of Internet users has grown from 22.5 million in 2000 to 300 million in 2008, whereas the number of mobile phone users has increased from 23.9 million in 1998 to 695 million in June 2009. The number of China’s mobile Internet users had reached 192 million, a year-on-year increase of 62.7%.

Commenting on this important partnership, Mr. Francis Tiong, Group Chief Executive Officer of Media Chinese, said, "I am very excited about this project, as it is another key milestone of our expansion from print media to digital media. It creates a platform for our content to reach wider readers and also helps strengthen our capabilities in digital publication and mobile reading businesses, as well as allows us to further develop our businesses in China."

Mr. Jason Chen, Chief Executive Officer of ByRead, said, "We are very pleased to welcome Media Chinese on board. Media Chinese is a renowned provider and publisher of high-quality Chinese-language contents in newspapers and magazines in key Chinese-language-reading communities around the world. Their capability in consistently providing high-quality reading contents matches perfectly with our well-tested and highly utilised platform. This marriage takes our registered user base to a whole new world of Chinese-language reading content covering both mainstream and niche interests. It also gives us the opportunity to enroll users from the oversea reader base of Media Chinese's content."

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About Media Chinese International Limited

Media Chinese International Limited is a leading global Chinese-language media group dually listed on 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 in Southeast Asia, Greater China and North America 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 these regions gather around half billion 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).

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