

【 For Immediate Release 】



MEDIA CHINESE INTERNATIONAL LIMITED

**Media Chinese announces its unaudited first quarter results
for the three months ended 30 June 2009**

<i>Financial Highlights</i>	<i>For the three months ended 30 June 2009 (unaudited)</i>	<i>For the three months ended 30 June 2008 (unaudited)</i>	<i>Y-O-Y Change (%)</i>
	US\$'000	US\$'000	
Turnover	86,557	109,483	-20.9%
Profit before income tax	7,133	13,143	-45.7%
Earnings per share (US cents)	0.28	0.52	-46.2%

26 August 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”) today announced its first quarter results for the three months ended 30 June 2009.

The adverse impact of the financial crisis, the H1N1 influenza outbreak and the weak economy led to a year-on-year drop of 20.9% in the Group’s turnover to US\$86,557,000 for the first quarter ended 30 June 2009.

Against this difficult environment, the publishing and printing segment’s revenue fell by 18.3% to US\$76,080,000, largely because of a decline in advertising revenue resulting from continuing depressed activities in most of the Group’s core markets that dampened the demand for advertising.

Revenue of the Group’s tour segment decreased by 36% or US\$5,898,000 versus the same quarter a year ago due to the weakening of tour sales. The tour industry was seriously hit by the weak economy and further compounded by the threat of outbreak of H1N1 influenza. While the tour industry has tried to cope with contracting demand, stiff competition has also caused heavy fare discounting.

Thus the Group’s profit before income tax declined from US\$13,143,000 to US\$7,133,000 recorded in this current financial quarter, a drop of 45.7%. Nevertheless, the cost containment measures and careful yield management helped to mitigate this adverse revenue impact.

Earnings per share for the quarter were US0.28 cent, down from the US0.52 cent in the preceding year.

Compared to the first quarter of the preceding year, the weakening of the Ringgit Malaysia and the Canadian dollar against the US dollar also impacted the Group's turnover and profit before income tax of about US\$6,700,000 and US\$800,000 respectively.

Commenting on the results, Mr. Francis Tiong, Group Chief Executive Officer, said, "The general operating environment continued to be difficult as the economic stimulus packages implemented by the governments in most of the Group's core markets which aim to encourage economic consumption have yet to show positive impact on the domestic economies in the second half of the year.

In view of this, the advertising environment will continue to be weak. Adding to this, the outbreak of H1N1 influenza will continue to affect the Group's tour business.

Given the poor market conditions, we'll continue to make necessary operational adjustments in order to strengthen our positions in the market, and at the same time explore new revenue streams. The recent fall in newsprint price will benefit the newspaper operations as there will be savings in the production cost."

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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 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 North America, Southeast Asia and Greater China 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 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).

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