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PRESS RELEASE

MEDIA CHINESE INTERNATIONAL LIMITED

世 界 華 文 媒 體 有 限 公 司

(Incorporated in Bermuda with limited liability)
(Malaysia Company No. 995098-A)
(Hong Kong Stock Code: 685)
(Malaysia Stock Code: 5090)

To: Business Editor **【For Immediate Release】**

FOURTH QUARTER AND ANNUAL RESULTS FOR THE YEAR ENDED 31 MARCH 2012

Unaudited Financial Highlights

	For the three months ended 31 March 2012	For the three months ended 31 March 2011	**Change %**
	US$'000	US$'000	
Turnover	**103,780**	107,410	**-3.4%**
Profit before income tax	**19,479**	12,446	**+56.5%**

	For the year ended 31 March 2012	For the year ended 31 March 2011	**Change %**
	US$'000	US$'000	
Turnover	**472,237**	445,844	**+5.9%**
Profit before income tax	**84,915**	74,207	**+14.4%**

(30 May 2012) – **Media Chinese International Limited** ("**Media Chinese**" or the "Group", HKSE Stock Code: 685, KUL Stock Code: 5090) today announced its unaudited results for the fourth quarter and annual results for the year ended 31 March 2012.

The Group's profit before income tax of the fourth quarter grew significantly by 56.5% or US$7,033,000 to US$19,479,000. The improvement was mainly attributable to the strong performance of the Group's principal activities, printing and publishing. An impairment charge of US$4,132,000 was recognised in the previous year corresponding quarter, excluding which, the increase would have been 17.5% or US$2,901,000.

During the current quarter under review, the Group's turnover decreased by 3.4% or US$3,630,000 to US$103,780,000, caused mainly by a change in revenue presentation in relation to the travel segment's ticketing sales. The full year's impact was recognised in the current quarter. This change has no effect on the Group's profit. The Group's revenue growth would have been 4.1% or US$4,437,000 on a comparable basis if the effect of the change in revenue presentation was excluded.

The publishing and printing business continues its healthy growth momentum, with a turnover of US$98,099,000 and profit before income tax of US$19,627,000 which grew by 51.7% or US$6,686,000.

Much of the growth was driven by the increase in advertising revenue, supported by the Group's continued application of various innovative initiatives, effective sales packages, as well as its well-established position as a quality content provider.

Revenue from the travel segment decreased by 49% or US$5,454,000 to US$5,681,000 as a result of the change in revenue presentation as mentioned above. On a comparable basis, the Group's travel segment delivered a robust performance with a double-digit growth in turnover of 23.5%. The Group's prominent long haul tours attracted a wide range of travellers as the economy continued to improve.

For the year ended 31 March 2012, the Group has again attained a record profit before income tax of US$84,915,000, an increase of 14.4% or US$10,708,000. The Group's turnover reached US$472,237,000, an increase of 5.9% or US$26,393,000.

The growth was supported by the Group's solid market position and steady improvement in the economies in which the Group has presence.

During the year, the publishing and printing segment continued to deliver good results while the travel segment, operated through Charming Holidays and Delta Group, marked its 25th anniversary by achieving a record profit before income tax.

The positive impact brought about by the appreciation of RM and Canadian dollar against US$ during the year ended 31 March 2012 was US$8,142,000 for turnover and US$1,627,000 for profit before income tax.

Basic earnings per share for the fourth quarter and year ended 31 March 2012 were US0.91 cents and US3.75 cents, increased 56.9% and 15.0% respectively from the same period of the previous financial year. As at 31 March 2012, the Group's cash and cash equivalents were US$134,657,000 and its net assets per share was US24.51 cents.

The board of directors had declared a second interim dividend, in lieu of a final dividend, of US1.448 cents per ordinary share to be paid on 27 June 2012. Together with the first interim dividend of US0.800 cents per share and a special dividend of US0.400 cents paid during the year under review, the total payout of US2.648 cents per share represents an increase of 35.6% from that of the last financial year. (Dividends for the year ended 31 March 2011: US1.953 cents per share).

Media Chinese's Group Chief Executive Officer, Mr Francis TIONG, said in regard to the results, "The Group has again achieved another record-breaking year. We, however, expect the ensuing 2012/2013 financial year to be a challenging year, taking into consideration the uncertain global economic environment fueled by major elections going on around the world and the continuing European debt crisis. We are expecting the local businesses and consumer spending to be conservatively prudent. Barring any unforeseen circumstances, the Board remains cautiously optimistic on the Group's performance for the financial year 2012/2013."

Mr TIONG concluded, "Looking forward, the Group will continue to enhance its cost efficiency and strengthen its media business through improvement in contents and diversification of delivery platforms."

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About Media Chinese International Limited

Media Chinese International Limited is a leading global Chinese language media group dual-listed on The Stock Exchange of Hong Kong Limited (stock code: 685) and Bursa Malaysia Securities Berhad (stock code: 5090). Media Chinese's product portfolio in Southeast Asia, Greater China and North America comprises 5 daily newspapers in 13 editions and 3 free newspapers with a total daily circulation of about 1 million copies, as well as about 30 magazines. The Group has also expanded its business into digital media. Media Chinese is the proprietor of Life Magazines, the largest Chinese language magazine publisher in Malaysia, and is the major shareholder of One Media Group Limited (listed on The Stock Exchange of Hong Kong Limited; stock code: 426).

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