[For Immediate Release]

MEDIA CHINESE INTERNATIONAL LIMITED

Media Chinese announces its interim results for the six months ended 30 September 2008

Financial Highlights	***For the six months ended 30 September 2008 (unaudited)***	*For the six months ended 30 September 2007 (unaudited)*	Change
	US$'000	US$'000	
Turnover	**220,135**	171,014	+29%
Profit before tax	**23,166**	18,010	+29%
Earnings per share (US cents)	**0.89**	0.80	+11%

27 November 2008 – 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 interim results for the six months ended 30 September 2008.

The Group's turnover surged by 29% and increased from approximately US$171.0 million in the last year corresponding period to approximately US$220.1 million for the financial period ended 30 September 2008. The improvement was partly attributable to the inclusion of turnover from Nanyang Press Holdings Berhad ("Nanyang") which was acquired by the Group in April 2008, as well as satisfactory revenue growth of the Group's publishing business in Malaysia.

For the six months ended 30 September 2008, the Group's profit before tax amounted to US$23.2 million. The increase in the Group's profit, as compared to profit of US$18.0 million for the corresponding period of 2007, was mainly due to inclusion of the results of Nanyang, the revenue growth of the Group's Malaysian operations as well as comprehensive and effective cost reduction measures that were implemented in the Group's operations.

Basic earnings per share were US0.89 cents, up 11% from US0.80 cents recorded in the last corresponding period. The Board of Directors has declared payment of a first interim dividend of US0.450 cents per ordinary share in respect of the six months ended 30 September 2008 (2007: US0.258 cents). As at 30 September 2008, the Group had around US$80.7 million of cash and cash equivalents and the net assets per share was US18.59 cents.

- Cont'd -

For the three months ended 30 September 2008, the Group's profit before tax amounted to US$10.0 million, representing a 9% increase from the US$9.2 million achieved during the same quarter last year.

The operations in Southeast Asia recorded a significant growth of 78% in turnover due to the inclusion of Nanyang's revenue for this quarter to US$126.4 million when compared to the corresponding period a year ago. In line with the top-line revenue, the operating profit in the region surged 59% year-on-year to US$24.6 million. This improvement was mainly due to strong revenue growth across the Malaysian operations, and ongoing effective cost control.

Despite the unfavourable market environment in the region, the Group's publishing business in Greater China managed to maintain a turnover of US$39.5 million compared to US$40.0 million in the corresponding period last year, due to the improvement of the magazine operations. The operating profit from the region for the period under review amounted to US$1.4 million (2007: US$2.8 million).

The Group's publishing business in North America remains stable. For the two Canadian editions of Ming Pao Daily in Vancouver and Toronto, to cope with the difficult business environment, the Group introduced certain measures, including revamping its newspaper layout dimensions and offering discounts during weekdays. Further, the Group has also introduced new layout designs to generate more advertiser and reader friendly layouts. The two free newspapers in San Francisco and New York, launched more than a year ago, are close to breakeven on a month-by-month cash flow basis.

Commenting on this set of interim results, Mr. Francis Tiong, the Group Chief Executive Officer, said: "In view of the recent global financial crisis, we believe that the advertising market will face difficult times when advertisers cutback their spending on peripheral publications while concentrating their budgets on selective core publications in the market."

"Our core content provision business, meanwhile, continues to constantly maintain their cash flows and improving yields. The Group will continue its efforts to derive further synergies in the Malaysian operations, especially in the areas of shared services. " Mr. Tiong concluded.

- End -

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 paid daily newspapers in 15 editions with a total daily circulation of over 1 million copies, 2 free daily newspapers in the United States, 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.

For further information, please contact:

Malaysia

Media Chinese International Limited
Chan May May / Tong Siew Kheng
Tel : (603) 7965 8885
Fax : (603) 7965 8689

Hong Kong

Media Chinese International Limited
Corporate Communications Department
Tel : (852) 2595 3355
Email : corpcom@mediachinese.com
Fax : (852) 2515 0294

iPR Ogilvy LTD.
Philip Lo / Stella Lui / Peter Chan
Tel : (852) 3170 6754/ 2136 6178/ 2136 6955
Email : philip.lo@iprogilvy.com/ stella.lui@iprogilvy.com/ peter.chan@iprogilvy.com/
Fax : (852) 3170 6606