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## **MEDIA CHINA CORPORATION LIMITED**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 419)**

### **POSITIVE PROFIT ALERT**

This announcement is made by the Company pursuant to Rule 13.09 (1) of the Listing Rules.

The Board wishes to inform the shareholders of the Company and potential investors that the Group is expected to record a turnaround on the profit attributable to its shareholders for the six months ended 30 June 2010 as compared to the consolidated net loss for the six months ended 30 June 2009. The expected profit would be mainly attributable to (i) recovery of media and advertising market in China; and (ii) continued growth in Travel Channel's advertising sales.

**Shareholders of the Company and potential investors are advised to exercise caution when dealing in the securities of the Company.**

This announcement is made pursuant to Rule 13.09 (1) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Listing Rules"). The board ("the Board") of directors of Media China Corporation Limited (the "Company" and together with its subsidiaries, the "Group") wishes to inform the shareholders of the Company and potential investors that, based on preliminary review of the unaudited consolidated management accounts of the Group, the Group is expected to record a turnaround on the profit attributable to its shareholders for the six months ended 30 June 2010 as compared to the consolidated net loss for the six months ended 30 June 2009. The expected turnaround of profit for the six months ended 30 June 2010 would be mainly attributable to (i) recovery of media and advertising market in China; and (ii) continued growth in Travel Channel's advertising sales for the six months ended 30 June 2010, which has increased by more than 30% compared to that for the six months ended 30 June 2009.

The Company is still in the process of finalizing its interim results for the six months ended 30 June 2010. The information contained in this announcement is only based on the Company's preliminary review of the unaudited consolidated management accounts of the Group, which have not been reviewed or confirmed by the Company's auditors or audit committee. Detailed financial information of the Group will be disclosed in the Company's 2010 interim results announcement, which is expected to be published by the end of August 2010.

**Shareholders of the Company and potential investors should exercise caution when dealing in the shares of the Company.**

For and on behalf of  
**MEDIA CHINA CORPORATION LIMITED**  
**Raymond Hau**  
*Company Secretary*

Hong Kong, 19 July 2010

*As at the date hereof, the board of Directors comprises Mr. Edward TIAN Suning (Chairman and a non-executive Director), Mr. Hugo SHONG (Vice Chairman and a non-executive Director), Mr. ZHANG Changsheng (Vice Chairman and independent non-executive Director), Mr. ZHAO Anjian (executive Director), Mr. LI Ruigang, Mr. JIANG Jianning, Mr. YUEN Kin and Dr. WONG Yau Kar, David (each an independent non-executive Director).*