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MEDIA CHINA CORPORATION LIMITED

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 419)

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 decrease of more than 95% in net loss for the year ended 31 December 2011 as compared to the net loss reported for the corresponding period in year 2010.

The information contained in this announcement is only a preliminary assessment by the management of the Company and is not based on any figures or information which have been audited or reviewed by the Company's auditors.

Shareholders of the Company and potential investors are advised to exercise caution in dealing in the shares of the Company.

This announcement is made by Media China Corporation Limited (the “**Company**” and together with its subsidiaries, the “**Group**”) 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 of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company and potential investors that, based on information currently available, the Board estimates that the Group is expected to record a decrease of more than 95% in net loss for the year ended 31 December 2011 as compared to the net loss reported for the corresponding period in year 2010. This was mainly because no significant impairment on goodwill for the year ended 31 December 2011 was necessary based on preliminary assessment by management of the Company.

The Company is still in the process of finalising the results of the Group for the financial year ended 31 December 2011. The information contained in this announcement is only a preliminary assessment by management of the Company and is not based on any figures or information which have been audited or reviewed by the Company's auditors.

Shareholders of the Company and potential investors are advised to exercise caution in dealing in the shares of the Company.

By order of the Board
HAU Wai Man, Raymond
Company Secretary

Hong Kong, 13 February 2012

As at the date of this announcement, the Board comprises Mr. YUEN Hoi Po (Chairman and Executive Director), Mr. Hugo SHONG (Vice Chairman and Non-executive Director), Mr. ZHANG Changsheng (Executive Director), Mr. WANG Hong (Executive Director), Mr. TIAN Suning (Non-executive Director), Professor WEI Xin, Dr. WONG Yau Kar David JP and Mr. YUEN Kin (each an Independent Non-executive Director).