



SINGAPORE PRESS HOLDINGS LIMITED

ANNOUNCEMENT TO THE SINGAPORE EXCHANGE LTD

INCORPORATION OF NEW ASSOCIATE COMPANY IN CHINA

Singapore Press Holdings Ltd wishes to announce that its wholly-owned subsidiary, SPH Magazines Pte Ltd (“SPH Magazines”) and RainbowChina Media Holdings Company Limited (“RainbowChina”) jointly established a new company in the People’s Republic of China (the “PRC”), known as Shanghai Goal Media Management Consultancy Co., Ltd. (上海高垣管理咨询有限公司) (“SH-Goal Media”).

The registered capital of SH-Goal Media is RMB15 million, of which 66.7% is held by RainbowChina and the balance of 33.3%, by SPH Magazines Pte Ltd. The principal activity of SH-Goal Media will be that of management consultancy for media related businesses in the PRC.

None of the directors of SPH has any interest, direct or indirect in the above and this transaction has no material impact on the earnings and the net tangible assets per share of SPH in the financial year ending 31 August 2009.

Singapore,
21 April 2009

Submitted by Ginney Lim May Ling, Group Company Secretary, to SGX on 21 April 2009