



SINGAPORE PRESS HOLDINGS LIMITED
(Incorporated in the Republic of Singapore)

ANNOUNCEMENT

INCREASE OF SHAREHOLDING IN SUBSIDIARY

Singapore Press Holdings Limited ("SPH") wishes to announce that its wholly-owned subsidiary, SPH Interactive Pte Ltd ("SPH Interactive"), has increased its shareholding in SPH Search Pte Ltd ("SPH Search") from 80.1% to 98.47%.

The increase is a result of the allotment and issuance of 300 million new shares by SPH Search to SPH Interactive for a cash consideration of S\$2.7 million. SPH Interactive has 320,025,000 shares in SPH Search after the said issuance, with the remaining 4,975,000 shares held by Schibsted Classified Media AS.

The transaction has no material impact on the earnings per share or the net assets per share of SPH for the financial year ending 31 August 2010.

Mr Willie Cheng, a Director of SPH, is also a Director of SPH Search and SPH Interactive. Except as disclosed herein, none of the Directors of SPH has any interest, direct or indirect, in the transaction.

Singapore,
14 May 2010