



SINGAPORE PRESS HOLDINGS LIMITED

(Incorporated in the Republic of Singapore)

ANNOUNCEMENT TO THE SINGAPORE EXCHANGE LTD

INCORPORATION OF SUBSIDIARY

Singapore Press Holdings Limited ("SPH") wishes to announce that it has incorporated a 100% owned subsidiary called DigiQuest Holdings Pte Ltd on 25 May 2010, with a paid up capital of S\$2.00. Its principal business is investments holding.

None of the directors of SPH has any interest, direct or indirect, in this matter and this has no material impact on the earnings and the net tangible assets per share of SPH for the financial year ending 31 August 2010.

Singapore,
27 May 2010