



SINGAPORE PRESS HOLDINGS LIMITED

(Incorporated in the Republic of Singapore)

ANNOUNCEMENT TO THE SINGAPORE EXCHANGE LTD

INCORPORATION OF SUBSIDIARIES

Singapore Press Holdings Limited ("SPH") wishes to announce that it has incorporated the following wholly-owned subsidiaries on 6 August 2010, with a paid up capital of S\$2.00 each:

1. Comet Holdings Pte Ltd
2. Earth Holdings Pte Ltd
3. Moon Holdings Pte Ltd

The principal business of each of the subsidiaries is investment 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 asset per share of SPH for the financial year ending 31 August 2010.

Singapore,
6 August 2010