



SINGAPORE PRESS HOLDINGS LIMITED

(Incorporated in the Republic of Singapore)

ANNOUNCEMENT TO THE SINGAPORE EXCHANGE LTD

INCORPORATION OF ASSOCIATE

701Search Pte Ltd, a 50% joint venture company of Singapore Press Holdings Ltd ("SPH"), has incorporated a company in Australia, details of which are as follows:

Name of company : 701Search (Australia) Pty Ltd

Date of incorporation : 28 September 2010

Issued Capital : 100 Australian Dollars

Nature of business : Online portal services

Save that Mr Willie Cheng is a director of 701Search Pte Ltd, none of the directors of SPH has any interest, direct or indirect, in the matter.

Issued by Singapore Press Holdings Limited
28 September 2010