

NOT FOR DISTRIBUTION OR RELEASE IN OR INTO THE UNITED STATES OF AMERICA, AUSTRALIA, CANADA OR JAPAN, OR IN ANY OTHER JURISDICTION IN WHICH OFFERS OR SALES WOULD BE PROHIBITED BY APPLICABLE LAW

Naspers Limited
(Incorporated in the Republic of South Africa)
(Registration number 1925/001431/06)
JSE share code: NPN ISIN: ZAE000015889
LSE ADS code: NPSN ISIN: US 6315121003
("Naspers")

**NASPERS ANNOUNCES PRICING OF BONDS
TO BE ISSUED BY MYRIAD INTERNATIONAL HOLDINGS B.V. ("MIH B.V.")**

Shareholders are advised that Naspers's indirect wholly owned subsidiary, MIH B.V., on July 22, 2010, successfully priced its US\$700m 6,375% notes due 2017 (the "Bonds"). The Bonds will be fully and unconditionally guaranteed by Naspers. An application has been made for the admission of the Bonds to listing on the Official List and trading on the Global Exchange Market of the Irish Stock Exchange.

The net proceeds will be used for general corporate purposes, including future acquisitions and the repayment of certain amounts outstanding under the Naspers group's revolving credit facilities.

CAPE TOWN

23 July 2010

Sponsor

Investec Bank Limited

Cautionary Statement:

This press release is for information purposes only and does not constitute a prospectus or any offer to sell or the solicitation of an offer to buy any security in the United States of America or any other jurisdiction. Securities may not be offered or sold in the United States of America absent registration or an exemption from registration under the U.S. Securities Act of 1933, as amended (the "Securities Act"). The Bonds will not be registered under the Securities Act and no public offering of securities will be made in the United States. The Bonds are being offered and sold in the United States only to "qualified institutional buyers" in accordance with Rule 144A under the Securities Act and outside the United States in reliance on Regulation S under the Securities Act. This press release is being issued pursuant to and in accordance with Rule 135e under the Securities Act.

Important information:

This press release contains forward-looking statements as defined in the United States Private Securities Litigation Reform Act of 1995. Words such as “believe”, “anticipate”, “intend”, “seek”, “will”, “plan”, “could”, “may”, “endeavour” and similar expressions are intended to identify such forward-looking statements, but are not the exclusive means of identifying such statements. While these forward-looking statements represent our judgments and future expectations, a number of risks, uncertainties and other important factors could cause actual developments and results to differ materially from our expectations. These include factors that could adversely affect our businesses and financial performance. We are not under any obligation to (and expressly disclaim any such obligation to) update or alter our forward-looking statements, whether as a result of new information, future events or otherwise. Investors are cautioned not to place undue reliance on any forward-looking statements contained herein.

About Naspers:

Naspers comprises a broad-based media group operating in 129 countries. It is listed on the JSE Limited (JSE), with an ADR listing on the London Stock Exchange. Today its principal operations are in internet platforms (focusing on e-commerce, communities, content, communication and games), pay-television and the provision of related technologies and print media. Most of Naspers’s businesses hold leading market positions. The group’s most significant operations are located in emerging markets, including South Africa, the rest of sub-Saharan Africa, China, Latin America, Central and Eastern Europe, Russia and India.

Contact

For further information, please contact:

Meloy Horn
Head of Investor Relations
Naspers
+27 11 289 3320
+27 82 772 7123
Meloy.horn@naspers.com

Steve Pacak
Group Chief Financial Officer
Naspers
+27 21 406 3585
+27 83 2 500 006
spacak@naspers.com