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BEIJING MEDIA CORPORATION LIMITED

北青傳媒股份有限公司

(A joint stock company incorporated in the People's Republic of China with limited liability)

(Stock Code: 1000)

PROPOSED AMENDMENTS TO ARTICLES OF ASSOCIATION

The Company hereby announces that on 24 March 2014, the Board proposed to make certain amendments to the Articles of Association to reflect certain changes in the scope of the business of the Company. The proposed amendments to the Articles of Association are subject to the approval of relevant authorities (if necessary) and the approval of the Shareholders by way of a special resolution at the AGM.

A circular containing, among other things, details of the proposed amendments to the Articles of Association together with a notice convening the AGM will be dispatched to the Shareholders as soon as practicable pursuant to the Hong Kong Listing Rules.

PROPOSED AMENDMENTS TO THE ARTICLES OF ASSOCIATION

On 24 March 2014, the board of directors (the “**Board**”) of Beijing Media Corporation Limited (the “**Company**”) proposed to make certain amendments to the articles of association of the Company (the “**Articles of Association**”) to reflect certain changes in the scope of the business of the Company.

The Board proposed to amend the Articles of Association as follows:

Article 11 of the Articles of Association, which reads:

“The business scope of the Company shall be approved by the company registration authorities.

The business scope of the Company includes: distribution agency of publications of Beijing Youth Daily Agency; advertising agency for domestic and foreign businessmen in China; developing computer hardware and software and network technology, and technology service, transfer, consultation and training; and selling computer hardware and software.”

is proposed to be amended as follows:

“The business scope of the Company shall be approved by the company registration authorities.

The business scope of the Company includes: distribution agency of publications of Beijing Youth Daily Agency; advertising agency for domestic and foreign businessmen in China; developing computer hardware and software and network technology, and technology service, transfer, consultation and training; selling computer hardware and software; selling general merchandise; selling crafts; selling electronic products; selling jewellery; selling furnitures and construction materials; selling pre-packaged food.”

The above-mentioned proposed amendments to the Articles of Association are subject to the approval of relevant authorities (if necessary) and the approval of the shareholders of the Company (the “**Shareholders**”) by way of a special resolution at the annual general meeting for the year 2013 to be held on 20 May 2014 (the “**AGM**”).

GENERAL

A circular containing, among other things, details of the proposed amendments to the Articles of Association together with a notice convening the AGM will be dispatched to the Shareholders as soon as practicable in accordance with relevant requirements of the Rules Governing the Listing of Securities on the Stock Exchange of Hong Kong Limited (the “**Hong Kong Listing Rules**”).

By Order of the Board
Beijing Media Corporation Limited
Zhang Yanping
Chairman

Beijing, the PRC
24 March 2014

As at the date of this announcement, the Board comprises: the executive directors of the Company, Zhang Yanping, Yu Haibo, Sun Wei and He Xiaona, the non-executive directors of the Company, Li Shiheng, Liu Han, Wu Peihua, Li Xiaobing, Xu Xun and Li Yigeng, and the independent non-executive directors of the Company, Song Jianwu, Cui Baoguo, Wu Tak Lung, Cui Enqing and Chenji.

Please also refer to the published version of this announcement on the Company’s website at www.bjmedia.com.cn.