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## **BEIJING MEDIA CORPORATION LIMITED**

*(A joint stock limited company incorporated in the People's Republic of China with limited liability)*  
**(Stock Code: 1000)**

### **PROFIT WARNING**

The Board of Directors of Beijing Media Corporation Limited wishes to inform all shareholders and investors of the Company that, as a result of a material decrease in the Group's advertising income due to the slow down of the development of the PRC's real estate market; and unsatisfactory financial performance of the second China Open Tennis Tournaments, it is expected that there will be substantial negative impact on the consolidated results of the Group for the year ended 31 December 2005.

**Shareholders of the Company and investors should, in view of the above, exercise caution when dealing in the shares of the Company.**

The Board of Directors (the "Board") of Beijing Media Corporation Limited (the "Company") wishes to inform all shareholders and investors of the Company that, due to the slow down of the development of the real estate market in the People's Republic of China ("PRC") last year, grant of approvals for, and sales activities of, real estate projects in PRC have been held back. This has led to a reduction in the revenue of the Company derived from real estate advertising, which is the Company's principal income stream. In addition, financial performance of the second China Open Tennis Tournaments which was held last year was unsatisfactory. Accordingly, it is expected that there will be a substantial negative impact on the consolidated results of the Company and its subsidiaries (together the "Group") for the year ended 31 December 2005.

As the consolidated accounts of the Group for the year ended 31 December 2005 have not yet been finalised, the Board is not in a position precisely to calculate the financial effects of the above upon the Group. The Company expects to publish its consolidated results for the year ended 31 December 2005 by the end of April 2006.

**Shareholders of the Company and investors should, in view of the above, exercise caution when dealing in the shares of the Company.**

By Order of the Board  
**Beijing Media Corporation Limited**  
**ZHANG Yanping**  
*Chairman of the Board of Directors*

Beijing, China, 13 April 2006

*The Board of Directors of the Company currently comprises the following: Zhang Yanping, Zhang Yabin, Sun Wei, He Pingping, and Du Min (executive directors); Liu Han, Xu Xun, Johannes Louw Malherbe (non-executive directors); and Tsang Hing Lun, Wu Changqi, and Liao Li (independent non-executive directors).*

"Please also refer to the published version of this announcement in The Standard."