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BEIJING MEDIA CORPORATION LIMITED

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

PROPOSED AMENDMENTS TO THE ARTICLES OF ASSOCIATION

On 22 April 2008, the Board passed a resolution relating to the proposed amendments to the Articles subject to Shareholders’ approval at the AGM.

A circular containing, among other things, details of the proposed amendments to the Articles and a notice convening the AGM will be despatched to Shareholders as soon as practicable in accordance with relevant requirements of the Listing Rules.

PROPOSED AMENDMENTS TO THE ARTICLES

On 22 April 2008, the board of directors (“**Board**”) of Beijing Media Corporation Limited (the “**Company**”) passed a resolution relating to the proposed amendments to the articles of association of the Company (“**Articles**”) subject to the approval of the shareholders of the Company (“**Shareholders**”) at the annual general meeting to be held on 20 June 2008 (“**AGM**”).

The amendments to the Articles are proposed in order to align the Articles with recent business and management development of the Company. The Board believes that the proposed amendments are in the best interests of the Company and Shareholders as a whole.

The Board proposed to amend the Articles as follows:

A. Article 98 of the Articles, which reads:

“Board meetings shall be convened at least twice each year and shall be convened by the Chairman. A written notice in relation to the board meeting shall be given to all directors fifteen days prior to the meeting.”

is amended as follows:

“Regular Board meetings shall be convened at least four times each year and shall be convened by the Chairman. A written notice in relation to the regular board meetings shall be given to all directors at least 15 days prior to the meeting. For all other Board meetings, notice shall be given to all directors within reasonable period.”

B. Article 107 of the Articles, which reads:

“The Company shall have one (1) president, one(1) executive vice-president, a number of vice-presidents and one (1) chief financial officer, who shall be appointed or removed by the board of directors with a term of three years and can be re-elected or re-appointed for consecutive tenure.”

is amended as follows:

“The Company shall have one (1) president, two (2) executive vice-presidents, a number of vice-presidents and one (1) chief financial officer, who shall be appointed or removed by the board of directors with a term of three years and can be re-elected or re-appointed for consecutive tenure.”

The proposed amendments to the Articles are subject to approval of the Shareholders by way of a special resolution at the AGM.

GENERAL

A circular containing, among other things, details of the proposed amendments to the Articles and a notice of the AGM of the Company will be dispatched to the Shareholders as soon as practicable.

By order of the Board
Zhang Yanping
Chairman

Beijing, PRC, 22 April 2008

On the date of this notice, the Board comprises: the executive directors of Company, Zhang Yanping, Zhang Yabin, Sun Wei, He Pingping, Du Min, the non-executive directors of the Company, Liu Han, Xu Xun, Li Wenqing, and the independent non-executive directors of the Company, Tsang Hing Lun, Wu Changqi and Liao Li.

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