



BEIJING MEDIA CORPORATION LIMITED

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

(Stock Code: 1000)

Announcement

This announcement is made pursuant to Rule 13.09 of the Listing Rules.

Beijing Media Corporation Limited (**“the Company”**) announces that it has just been informed that Swidon Enterprises Limited (**“Swidon”**) has just been approved by the Women Tennis Association (**“WTA”**) as a Tier I WTA Tournament Class Member with effect from 2009 (**“Upgraded Membership”**).

Reference is made to the announcement of the Company dated 20 March 2006 in which the Company announced that, on 18 March 2006, the Company, 北京中國網球公開體育推廣有限公司 (China Open Promotion Company Limited) (**“COL”**), TOM Group Limited (**“TOM”**), Champion Will International Limited (**“Champion”**), Swidon and Tennis Tournaments Holdings Limited (**“TTHL”**) entered into an authorisation agreement (the **“Authorisation Agreement”**) regarding the organisation of future China Open tennis tournaments. Under the Authorisation Agreement, COL has the exclusive right to use the Association for Tennis Professionals (**“ATP”**) Tournament Class Membership and the WTA Tournament Class Membership held by Champion and Swidon, respectively, for the organisation of the China Open tennis tournaments in Beijing, the People's Republic of China, once a year from 2006 until 2013. Under the Authorisation Agreement, COL is also entitled to all the rights held by Champion and Swidon in relation to ATP and WTA, respectively, after the execution date of the Authorisation Agreement.

The Company expects that the Upgraded Membership of Swidon would provide a better platform for COL to organise the China Open WTA tennis tournaments from 2009 onwards, but the Company is not able to evaluate to what extent the Upgraded Membership will positively or otherwise impact on the economics of hosting such tournament.

COL is currently in the negotiations with Beijing Youth Daily and TOM regarding the arrangements for holding the China Open ATP and WTA tennis tournaments, amongst other things, and a detailed announcement will be made by the Company in compliance with the requirements of the Listing Rules.

Save as the above, the board of directors of the Company confirm that there are no other negotiations or agreements relating to intended transactions which are discloseable under Chapter 14 and 14A of the Listing Rules, nor is the Board aware of any matter discloseable under the general obligation imposed by rule 13.09, which is or may be of a price-sensitive nature.

By Order of the Board
Zhang Yanping
Chairman

Beijing, PRC, 27 March 2007

As at the date of this announcement, the Board comprises: the executive directors of the Company, Zhang Yanping, Zhang Yabin, Sun Wei, He Pingping, Du Min, the non-executive directors of the Company, Liu Han, Xu Xun, Abraham van Zyl, 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 announcement in The Standard.”