



**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)**

**Reply Slip for the Extraordinary General Meeting**

I (We) <sup>(1)</sup> \_\_\_\_\_

of \_\_\_\_\_

being the holder(s) of <sup>(2)</sup> \_\_\_\_\_ H Share(s)/  
domestic share(s) of RMB1.00 each in the capital of Beijing Media Corporation Limited ("Beijing Media")  
hereby confirm that I (we) or my proxy wish to attend the extraordinary general meeting of Beijing Media  
(the "EGM") to be held at the Meeting Room, 10th Floor, Beijing Youth Daily Agency Building, No. 23  
Baijiazhuang Dongli, Chaoyang District, Beijing, PRC at 2:00 p.m. on Tuesday, 1 July 2008.

Signature(s): \_\_\_\_\_

Date: \_\_\_\_\_

*Notes:*

1. Please insert full name(s) (in Chinese or in English) and registered address(es) (as shown in the register of members) in block letters.
2. Please insert the number of shares registered under your name(s).
3. The completed and signed reply slip should be delivered to Beijing Media by hand, by post or by fax at Beijing Youth Daily Agency Building, No. 23 Baijiazhuang Dongli, Chaoyang District, Beijing (Zip Code: 100026), the People's Republic of China (Fax no.: (+86)10 65902614) such that the same shall be received by Beijing Media on or before Wednesday, 11 June 2008. Failure to sign and return this reply slip, however, will not preclude an eligible shareholder from attending the EGM.