



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)

Proxy Form for the Extraordinary General Meeting

Number of Shares related to this proxy form (note 1)	
------------------------------------------------------	--

I (We) ^(note 2) _____
of _____
being the holder(s) of ^(note 1) _____ H Share(s)/domestic share(s) ^(note 3)
of RMB1.00 each of Beijing Media Corporation Limited (“Beijing Media” or the “Company”)
now appoint ^(note 4) _____
(I.D. No.: _____ of _____) / the
chairman of the meeting as my (our) proxy to attend and vote for me (us) on the following resolutions
in accordance with the instruction(s) below and on my (our) behalf at the extraordinary general
meeting of Beijing Media (“EGM”) to be held at 2:00 p.m. on Monday, 16 July 2007 at the Meeting
Room, 10th Floor, Beijing Youth Daily Agency Building, Beijing, PRC for the purpose of considering
and, if thought fit, passing those resolutions as set out in the notice convening the EGM. In the
absence of any indication, the proxy may vote for or against the resolutions at his own discretion.
^(note 5)

Ordinary Resolution:		For ^(note 5)	Against ^(note 5)
1.	to consider and, if thought fit, approve the Champion Supplementary Agreement;		
2.	to consider and, if thought fit, approve the Swidon Supplementary Agreement; and		
3.	to consider and, if thought fit, approve the Guarantee Agreement.		

Date: _____ 2007 Signature(s): ^(note 6) _____

Notes:

- Please insert the number of share(s) registered in your name(s) relating to this form of proxy. If no number is inserted, this form of proxy will be deemed to relate to all of the capital of Beijing Media registered in your name(s).
- Please insert full name(s) and address(es) in **BLOCK LETTERS**.
- Please delete as appropriate.
- Please insert the name and address of your proxy. If this is left blank, the chairman of the EGM will act as your proxy. One or more proxies, who may not be member(s) of Beijing Media, may be appointed to attend and vote in the meeting provided that such proxies must attend the meeting in person on your behalf. Any alteration made to his proxy form must be signed by the signatory.
- Attention: If you wish to vote FOR any resolution, please indicate with a “✓” in the appropriate space under “For”. If you wish to vote AGAINST any resolution, please indicate with a “✓” in the appropriate space under “Against”. In the absence of any such indication, the proxy will vote or abstain at his discretion.**
- This form of proxy must be signed under hand by you or your attorney duly authorised on your behalf. If the appointor is a legal person, this form must be signed under its common seal or under hand by any directors or agents duly appointed by such corporation.
- This form of proxy together with the power of attorney or other authorisation document(s) which have been notarised must be delivered, in the case of holders of domestic shares, to Beijing Media at Building A, Beijing Youth Daily Agency Building, No. 23 Baijiazhuang Dongli, Chaoyang District, Beijing 100026, the People's Republic of China or, in the case of holders of H Shares, to Hong Kong Registrars Limited at 46th floor, Hopewell Centre, 183 Queen's Road East, Hong Kong at least 24 hours before the time designated for the holding of the EGM.