



# BEIJING MEDIA CORPORATION LIMITED

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

(Stock Code: 1000)

## ANNOUNCEMENT

The Board announces further developments in relation to the detention of 6 employees of BYDM by the PRC Authorities.

Reference is made to the announcements of Beijing Media Corporation Limited (“**BYDM**”) dated 3 October 2005 and 12 October 2005 (together the “**Announcements**”) in relation to the detention of 6 employees of BYDM by the Prosecution Office of the Beijing Dongcheng District and the Second Prosecution Branch Office of the Beijing City, the People's Republic of China (the “**PRC Authorities**”).

The board of directors of BYDM (the “**Board**”) announces that it received notice from the PRC Authorities on 14 October 2005 that formal allegations of bribery and corruption have been made against Mr. Zheng Yijun (Vice-President) and Mr. Niu Ming (Vice-President), respectively. According to the notice, these allegations were made against Mr. Zheng and Mr. Niu on 24 June 2005 and 15 September 2005, respectively, and concern Mr. Zheng's conduct while he was acting as the General Manager of Beijing Gehua Sunshine Advertising Co., Ltd. and Mr. Niu's conduct while he was acting as the Chairman and General Manager of Beijing Beiqing Advertising Limited. Beijing Gehua Sunshine Advertising Co., Ltd and Beijing Beiqing Advertising Limited are subsidiaries of the parent company of BYDM, Beijing Youth Daily News Agency. Beijing Gehua Sunshine Advertising Co., Ltd. and Beijing Beiqing Advertising Limited are two out of many agents of BYDM to and through which BYDM sells advertising spaces. BYDM understands that Mr. Zheng was an employee of Beijing Gehua Sunshine Advertising Co., Ltd prior to his joining of BYDM and Mr. Niu has executive positions at Beijing Beiqing Advertising Limited at the time of his detention.

The independent directors of BYDM are in the process of selecting the appropriate candidate to act as the independent advisers to conduct an investigation on the incident and finalising the scope of such appointment. BYDM will announce the findings of the investigation referred to in the Announcements as soon as the report of the independent advisers on the incident becomes available and is approved by the Board.

As disclosed in the Announcements, measures have been implemented to ensure minimal disruption of the operation of BYDM and the Board does not anticipate any significant disruption to its daily operations. BYDM is not in a position to assess the amount of financial impact, if any, at this moment but expects that the independent advisers will report to the board of directors on any historical financial impact inflicted on BYDM as a result of the incident.

This announcement is made pursuant to Rule 13.09(1) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

By Order of the Board  
**Zhang Yanping**  
Chairman

Beijing, PRC, 17 October 2005

*As at the date of this announcement, the Board comprises: the executive directors of BYDM, Zhang Yanping, Zhang Yabin, Sun Wei, He Pingping, Du Min, the non-executive directors of BYDM, Liu Han, Xu Xun, Johannes Louw Malherbe, and the independent non-executive directors of BYDM, Tsang Hing Lun, Wu Changqi and Liao Li.*

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