



BEIJING MEDIA CORPORATION LIMITED*

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

(Stock Code: 1000)

Profit Warning

The Board hereby notifies the shareholders of the Company and the public investors that it is expected that the Consolidated Interim Results for the six months ended 30th June, 2005 of the Group will be materially and adversely affected by the macroeconomic control measures implemented by the government of PRC in the previous year and the current year.

Shareholders of the Company and the public investors should exercise caution when dealing in the shares of the Company.

The Board of Directors (the "Board") of Beijing Media Corporation Limited (the "Company") hereby notifies the shareholders of the Company and the public investors that it is expected that the Consolidated Interim Results for the six months ended 30th June 2005 of the Company and its subsidiaries (the "Group") will be materially and adversely affected by the macroeconomic control measures implemented by the government of People's Republic of China ("PRC") in the previous year and the current year, which have delayed the examination and approval of the property projects in China and its related sale activities, resulting in the decrease in advertising revenues from property, the core source of the Company's revenues.

As the Consolidated Interim Results of the Group for the six months ended 30 June 2005 have not yet been finalized, the Board, for the time being, is unable to estimate accurately its impact on the Group's financial position. The Company expects to publish the Consolidated Interim Results for the six months ended 30 June 2005 by the end of August 2005.

Shareholders of the Company and the public investors should exercise caution when dealing in the shares of the Company.

By Order of the Board
Zhang Yanping
Chairman of the Board

Beijing, PRC, 11 August 2005

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

* *For identification purposes only*

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