BEIJING MEDIA

北青传媒

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 Annual General Meeting for the Year 2006

I (We) [(1)] ______________________________

of ______________________________

being the holder(s) of [(2)] ______________________________ 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 annual general meeting of Beijing Media for the year 2006 (the "AGM") to be held at the Meeting Room, 10th Floor, Beijing Youth Daily Agency Building, Beijing, PRC at 2:00 p.m. on Wednesday, 20 June 2007.

Signature(s): ______________________________

Date: ______________________________

Note:

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 A, No.23 Baijiazhuang Dongli, Chaoyang District, Beijing 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 Thursday, 31 May 2007. Failure to sign and return this reply slip, however, will not preclude an eligible shareholder from attending the AGM.