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BEIJING MEDIA CORPORATION LIMITED

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

(Stock Code: 1000)

FURTHER DELAY IN DESPATCH OF CIRCULAR REGARDING CONNECTED TRANSACTIONS

Further to the announcement of the Company dated 27 April 2007 with regard to the delay in despatch of the circular in relation to the Champion Supplementary Agreement, the Swidon Supplementary Agreement and the Guarantee Agreement (“**Circular**”), the Company wishes to announce that there will be a further delay in the despatch of the Circular.

Reference is made to the announcements of the Company dated 10 April 2007 and 27 April 2007 (the “**Announcements**”). Unless otherwise defined, terms used in this announcement shall have the same meanings as defined in the Announcements. The Company is required, pursuant to the Listing Rules, to issue the Circular to its shareholders within 21 days from publication of the announcement dated 10 April 2007.

On 2 May 2007, the Company was granted by the Stock Exchange a waiver from strict compliance with Rule 14A.49 of the Rules Governing the Listing of Securities on the Stock Exchange on condition that the Circular will be despatched to the shareholders of the Company on or before 16 May 2007.

As additional time is required to finalise the letter prepared by the independent financial advisor of the Company, a waiver application has been made to the Stock Exchange for a further delay in despatch of the Circular. The date for despatch of the Circular will be further postponed from 16 May 2007 to no later than 31 May 2007. However, the Company will use its best endeavor to despatch the Circular as soon as possible.

By Order of the Board
Beijing Media Corporation Limited
Zhang Yanping
Chairman

Beijing, PRC, 15 May 2007

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

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