



BEIJING MEDIA CORPORATION LIMITED

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

(Stock Code: 1000)

FINANCIAL ASSISTANCE TO AFFILIATED COMPANIES

The Company announces that the amount of financial assistance given to, and guarantees given for facilities granted to, affiliated companies by the Company in aggregate exceeds 8% of the total assets of the Company. In accordance with the requirement under Rule 13.16 of the Listing Rules, the Company announces the details of such financial assistance and guarantees.

Reference is made to the announcement made by the Company dated 9 August 2006 pursuant to Rule 13.16 of the Listing Rules (the “**Announcement**”). The financial assistance described in the Announcement has been renewed. The Company announces that the amount of financial assistance given to, and guarantees given for facilities granted to, affiliated companies by the Company in aggregate exceeds 8% of the total assets of the Company. In accordance with the requirement under Rule 13.16 of the Listing Rules, the Company announces the details of financial assistance provided by the Company as follows:

Affiliated Company	The Company's Interest	Advances	Interest	Committed Capital Injection Rate	Facility Granted RMB m	Guarantees Given	of which Utilised RMB m	Notes
						Maturity Date mth/yr		
China Open Promotion Co., Ltd. (“COL”)	51%	Nil	5.508%	Nil	99.75	03/2008	0.00	1, 2
COL	51%	Nil	5.508%	Nil	48.60	03/2008	0.00	1, 2

Notes:

1. The Company has provided guarantees to the providers of the facilities to secure the obligations of COL thereunder. The facilities require the repayment of principal and interest in cash.
2. COL is a sino-foreign investment equity joint venture. The Company and the foreign party has joint control over the board of directors of COL. However, COL also constitutes a subsidiary of the Company for the purposes of the Listing Rules.

By Order of the Board
Zhang Yanping
Chairman

Beijing, PRC, 14 March 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.”