



BEIJING MEDIA CORPORATION LIMITED

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

(Stock Code: 1000)

NOTICE OF EXTRAORDINARY GENERAL MEETING

NOTICE IS HEREBY GIVEN that the Extraordinary General Meeting (“EGM”) of BEIJING MEDIA CORPORATION LIMITED (“**Beijing Media**” or the “**Company**”) will be held at the 10th floor, Beijing Youth Daily Agency Building, Beijing, the PRC on Monday, 16 July 2007 at 2:00 p.m. for the following purposes:

Ordinary Resolutions:

1. to consider and, if thought fit, approve the Champion Supplementary Agreement (as defined in the circular to shareholders of the Company dated 30 May 2007 (“Circular”));
2. to consider and, if thought fit, approve the Swidon Supplementary Agreement (as defined in the Circular); and
3. to consider and, if thought fit, approve the Guarantee Agreement (as defined in the Circular).

By order of the Board
Chairman
Zhang Yanping

Beijing, the PRC, 30 May 2007

Notes:

1. Eligibility to Attend the EGM

Holders of H Shares whose names appear on the register of the Beijing Media maintained by Computershare Hong Kong Investor Services Limited at the close of business of Friday, 15 June 2007 shall be entitled to attend the EGM.

Shareholders intending to attend and vote at the EGM of Beijing Media to be held on Monday, 16 July 2007 shall lodge all the transfer documents for H Shares with the relevant share certificates to the H Share transfer registrar of Beijing Media in Hong Kong, Computershare Hong Kong Investor Services Limited, at 46/F., Hopewell Centre, 183 Queen's Road East, Wan Chai, Hong Kong, at or before 16:00 on Friday, 15 June 2007.

2. Proxy

- (1) Shareholders entitled to attend and vote at the EGM are entitled to appoint one or more proxies in writing to attend and vote at the meeting on his behalf. The proxy need not be a shareholder of Beijing Media.
- (2) A proxy should be appointed by shareholders of the Company (“Shareholders”) by written instrument signed by the appointor or his attorney duly authorised in writing. If the written instrument is signed by the attorney of the appointor, the written authorisation or other authorisation documents of such attorney should be notarised.
- (3) To be valid, the notarised power of attorney or other authorisation documents and the form of proxy shall be deposited in the registered address of Beijing Media no less than 24 hours before the time of holding the EGM. Holders of Domestic Shares shall deliver relevant documents to Beijing Media while the holders of H Shares lodge relevant documents with Computershare Hong Kong Investor Services Limited.
- (4) A proxy may exercise his voting right by a show of hands or by a poll. If a Shareholder appoints more than one proxy the proxies can only exercise their voting rights by a poll.

3. Registration Procedures for Attending the EGM

- (1) A Shareholder or his proxy shall produce his identification document when attending the EGM. Where a Shareholder is a legal person, the legal representative of that shareholder or persons authorised by its board of directors or other decision-making bodies shall produce a copy of the resolution stating the authorisation granted by the Board or other decision-making bodies of the legal person.

- (2) Shareholders intending to attend the meeting shall deliver to Beijing Media the reply slip stating their attendance on or before Monday, 25 June 2007.
- (3) A Shareholder may deliver the above reply slip to Beijing Media in person, or by mail or by fax.

4. Registration of Share Register

The register of share transfers of Beijing Media will be closed from Monday, 18 June 2007 to Monday, 16 July 2007 (both dates inclusive).

5. Procedures for Demanding a Poll by Shareholders

Subject to the listing rules of the securities exchange on which the shares in Beijing Media are listed, a poll may be demanded before or after a show of hands as follows:

- (1) by the Chairman of the meeting; or
- (2) by at least two Shareholders in person or by at least two proxies being entitled to vote; or
- (3) by Shareholder(s) (including their authorised proxies) jointly or individually representing not less than 10% (inclusive) of the total voting rights of all the Shareholders having the right to vote at the meeting.

Unless a poll is demanded, the Chairman of the meeting shall declare the passing of a proposal based on the results of show of hands. A demand for poll may be revoked by the person(s) who proposed so.

6. Independent Shareholders' Approval

Beijing Youth Daily Agency and its associates will abstain from voting on resolutions numbered 1, 2 and 3. TOM Group Limited and its associates will abstain from voting on resolutions numbered 1 and 2.

7. Miscellaneous

- (1) The EGM will be concluded within a half day. Shareholders attending the EGM shall be responsible for their own travel and accommodation expenses.
- (2) The Company's Register of Member will be closed from Monday, 18 June 2007 to Monday, 16 July 2007 (both days inclusive), during which time no transfer of shares will be registered. Transferees of H Shares who wish to attend the meeting must deliver their duly stamped instruments of transfer, accompanied by the relevant share certificates, to Computershare Hong Kong Investor Services Limited by no later than 16:00 on Friday, 15 June 2007 for completion of the registration of the relevant transfer in accordance with the Articles of Association of Beijing Media.
- (3) The address of the Computershare Hong Kong Investor Services Limited, the share registrar of H Shares of Beijing Media, is 46/F., Hopewell Centre, 183 Queen's Road East, Hong Kong.
- (4) The registered address of Beijing Media is:
 Building A
 Beijing Youth Daily Agency
 Building No. 23 Baijiazhuang Dongli Chaoyang District
 Beijing
 PRC
 Zip Code: 100026
 Tel: (+86) 10 6590 2615
 Fax: (+86) 10 6590 2614

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."