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## **BEIJING MEDIA CORPORATION LIMITED**

*(A joint stock limited company incorporated in the People’s Republic of China with limited liability)*  
**(Stock Code: 1000)**

### **UNUSUAL VOLUME MOVEMENT**

The Directors have noted the increase in trading volume of the Company today and wish to state that the Directors are not aware of any reasons for such increase save herein described in the announcement.

This announcement is made at the request of The Stock Exchange of Hong Kong Limited.

The directors of Beijing Media Corporation Limited (“**the Company**”) note press reports in relation to the sale by Tom Group Limited (“**TOM**”) of its 49% equity interest in China Open Promotion Company Limited (“**COL**”). The Company undergoing an agreement for sale was made with TOM, amongst others, with Beijing Youth Daily (“**BYD**”), the Company’s controlling shareholder, as defined in the Listing Rules. COL is currently in the negotiations with BYD and TOM regarding the arrangements for holding the China Open tennis tournament of the Association for Tennis Professionals (“**ATP**”) and the Women Tennis Association (“**WTA**”), amongst other things and a detailed announcement will be made by the Company in compliance with the requirements of the Listing Rules.

Save as the above, the directors of the Company (“**Directors**”) confirm that there are no other negotiations or agreements relating to intended acquisitions or realizations which are discloseable under rule 13.23, neither is the Board aware of any matter discloseable under the general obligation imposed by rule 13.09, which is or may be of a price-sensitive nature.

The Board of Directors of the Company individually and jointly accept responsibility for the accuracy of this announcement.

By Order of the Board  
**Zhang Yanping**  
Chairman

Beijing, PRC, 22 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.”