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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)

ANNOUNCEMENT

FURTHER INFORMATION ON THE DISTRIBUTION OF FINAL DIVIDEND

Reference is made to the announcement dated 15 May 2012 of Beijing Media Corporation Limited (the “**Company**”) in relation to the poll results of 2011 annual general meeting (the “**AGM**”). At the AGM, the shareholders of the Company (the “**Shareholders**”) approved the resolution in relation to the distribution of a final dividend of RMB0.60 per share (tax inclusive) in an aggregate amount of approximately RMB118,386,000 for the year ended 31 December 2011. The final dividend is expected to be distributed to the Shareholders on 31 July 2012 if there is no extraordinary development related thereto.

According to the articles of association of the Company, final dividend will be denominated and declared in RMB. Dividends on domestic shares of the Company will be paid in RMB, and dividends on H shares of the Company (the “**H Shares**”) will be paid in Hong Kong dollars. The amount of dividends payable in Hong Kong dollars shall be calculated based on the average closing exchange rate for RMB to Hong Kong dollars as announced by the People's Bank of China for five business days prior to 15 May 2012 (Tuesday), being the date of dividend declaration (HK\$1.00 equivalent to RMB0.810492).

As stipulated by the Notice on Issues relating to Enterprise Income Tax Withholding over Dividends Distributable to Their H-Share Holders Who are Overseas Non-resident Enterprises by Chinese Resident Enterprises published by the State Administration of Taxation (Guoshuihan [2008] No.897), when Chinese resident enterprises distribute annual dividends for the year 2008 and years thereafter to their H Share shareholders who are overseas non-resident enterprises, enterprise income tax shall be withheld at a uniform rate of 10%.

Pursuant to Notice on the Issues on Levy of Individual Income Tax after the Abolishment of Guoshuifa [1993] No. 045 Document issued by the State Administration of Taxation (Guoshuihan [2011] No.348), the dividend to be distributed by the PRC non-foreign invested enterprises whose shares have been issued in Hong Kong to the overseas resident individual shareholders is subject to individual income tax with a tax rate of 10% in general. Shareholders may apply for tax refund in accordance with relevant provisions including taxation agreements/arrangement after receiving dividends. Shareholders should consult their tax advisers regarding the PRC, Hong Kong and other tax implications of owning and disposing of the Company's H Shares, and the Company does not, and will not, accept responsibility for any effect the above withholding may have on any person.

On behalf of the Board
Beijing Media Corporation Limited
Zhang Yanping
Chairman

Beijing, 20 July 2012

As at the date of this announcement, the Board comprises: the executive directors of the Company, Zhang Yanping, Zhang Yabin, Sun Wei and He Xiaona, the non-executive directors of the Company, Li Shiheng, Liu Han, Wu Peihua, Li Xiaobing, Xu Xun and Li Yigeng, and the independent non-executive directors of the Company, Tsang Hing Lun, Wu Changqi, Liao Li, Cui Baoguo and Song Jianwu.

Please also refer to the published version of this announcement on the Company's website at www.bjmedia.com.cn.