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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 13 May 2011 of Beijing Media Corporation Limited (the “**Company**”) in relation to the poll results of 2010 annual general meeting (the “**AGM**”). At the AGM, the shareholders of the Company approved the resolution in relation to the distribution of a final dividend of RMB0.50 per share (tax inclusive) in an aggregate amount of approximately RMB98,655,000. The final dividend is expected to be distributed to the shareholders of the Company on or before 12 August 2011 if there is no extraordinary development related thereto.

Due to the recent changes in the PRC tax regulations, the individual holders of H shares whose names appeared on the register of members of the Company (the “**Individual H Shareholders**”) are no longer exempted from the individual income tax payment.

Pursuant to *Notice on the Issues on Levy of Individual Income Tax after the Abolishment of Guo Shui Fa [1993] No. 045 Document* (the “**Notice**”) issued by the State Administration of Tax on 28 June 2011, 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. However, the tax rates for respective overseas resident individual shareholders may vary depending on the relevant tax agreements between the countries where they are residing and Mainland China.

Pursuant to the aforesaid Notice, when the final dividend is distributed to the Individual H Shareholders whose names appeared on the register of members of the Company on 12 April 2011, the Company will withhold 10% of the final dividend as individual income tax unless otherwise specified by the relevant tax regulations, tax agreements or the Notice.

If the residence of an Individual H Shareholder is not the same as the country shown in the registered address of such shareholder as recorded in the register of holders of H shares of the Company or if relevant Individual H Shareholder would like to apply for a refund of the additional amount of tax withheld and paid, the relevant shareholder shall notify and provide relevant supporting documents to the Company's H share registrar and transfer office in Hong Kong, Computershare Hong Kong Investor Services Limited at 1712-1716, 17th Floor, Hopewell Center, 183 Queen's Road East, Wanchai, Hong Kong, on or before 1 October 2011. Upon examination of the supporting documents by competent tax authorities, the Company will strictly follow the guidance given by the tax authorities to implement relevant tax withholding provisions and arrangements.

For non-resident enterprise holders of H shares, the Company will still withhold 10% of the final dividend as enterprise income tax according to the relevant tax regulations in line with its previous practice.

Should the holders of H shares of the Company have any doubt in relation to the aforesaid arrangements, they are recommended to consult their tax advisors for relevant tax impact on the possession and disposal of the H shares of the Company.

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

Beijing, PRC,
13 July 2011

As at the date of this announcement, the Board comprises: the executive directors of the Company, Zhang Yanping, Zhang Yabin and Sun Wei, the non-executive directors of the Company, Liu Han, Xu Xun, Li Yigeng, Li Shiheng and Wu Peihua 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 on the Company's website at www.bjmedia.com.cn.