



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)

REPLY SLIP

FOR THE ANNUAL GENERAL MEETING FOR THE YEAR 2010

TO BE HELD ON FRIDAY, 13 MAY 2011

To: Beijing Media Corporation Limited (the "Company")

I/We^(note1) _____

of _____

(as shown on the register of members) being the registered holder(s) of^(note2) _____ share(s) of RMB1.00 each in the capital of the Company, hereby inform the Company that I/We intend to attend (in person or by a proxy) the annual general meeting (the "AGM") of the Company to be held at 2:00 p.m. on Friday, 13 May 2011 at 21st Floor, Beijing Youth Daily Agency, Building A, No.23 Baijiazhuang Dongli, Chaoyang District, Beijing 100026, the People's Republic of China ("PRC").

Date: _____ 2011

Signature(s): _____

Notes:—

1. Please insert full name(s) (in Chinese or in English) and registered address(es) (as shown in the register of members) in **BLOCK LETTERS**.
2. Please insert the number of shares (including domestic shares or H shares) registered under your name(s).
3. If you are a holder of H shares, please complete and sign the reply slip and return it by hand, by mail or by fax to Computershare Hong Kong Investor Services Limited, the H share registrar and transfer office of the Company in Hong Kong, by no later than Friday, 22 April 2011.
4. If you are a holder of domestic shares, please complete and sign the reply slip and return it by hand, by mail or by fax to the office and mailing address of the Company in the PRC by no later than Friday, 22 April 2011.
5. The address and the contact details of Computershare Hong Kong Investor Services Limited, the H share registrar and transfer office of the Company in Hong Kong, are set out below:

17M Floor, Hopewell Centre,
183 Queens Road East
Wanchai
Hong Kong
Telephone: (+852) 2862 8555
Fax: (+852) 2865 0990/(+852) 2529 6087

6. The office and the contact details of the Company are set out below:

Building A, No.23 Baijiazhuang Dongli,
Chaoyang District,
Beijing, 100026
PRC
Telephone: (+86) 10 6590 2630
Fax: (+86) 10 6590 2630