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BEIJING MEDIA CORPORATION LIMITED

(a joint stock company incorporated in the People's Republic of China with limited liability)
(Stock code: 1000)

CHANGE OF AUTHORIZED REPRESENTATIVE

Beijing Media Corporation Limited (the “**Company**”) announces that Ms. Ho Siu Pik and Ms. Yeung, Betty Yuen ceased to be authorized representatives of the Company for accepting service of process and notices on behalf of the Company (the “**Authorized Representatives**”) under Part XI of the Companies Ordinance (Chapter 32 of the Laws of Hong Kong) with effect from 10 August 2010, while Mr. Yu Leung Fai was appointed as the Authorized Representative with effect from 10 August 2010.

The Company would like to express its appreciation and gratitude to Ms. Ho Siu Pik and Ms. Yeung, Betty Yuen for their contributions during their tenure of service, and takes this opportunity to welcome Mr. Yu Leung Fai for his new appointment.

By Order of the Board
BEIJING MEDIA CORPORATION LIMITED
Mr. Zhang Yanping
Chairman

Beijing, PRC, 10 August 2010

As at the date of this announcement, the board of directors of the Company 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.