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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)

DISCLOSEABLE TRANSACTION EXTENSION OF THE TERM OF THE ENTRUSTMENT LOAN

Reference is made to the announcement of Beijing Media Corporation Limited (the “**Company**”) dated 10 July 2012 (the “**Announcement**”). Unless otherwise defined herein, capitalized terms used in this announcement shall have the same meanings as those defined in the Announcement.

The Board announces that, on 27 December 2012, the Company, the Bank and Heqing Media have entered into an entrustment loan extension agreement (the “**Extension Agreement**”), pursuant to which the Company, with its own funds, designate the Bank to act as the trustee to release the entrustment loan of RMB55 million to Heqing Media with a fixed interest rate of 6% by reference to the benchmark lending interest rate of the People's Bank of China, for a further period from 6 January 2013 to 4 July 2013. Other than the term extension and the interest rate adjustment thereof based on the current benchmark lending interest rate of the People's Bank of China, all other terms and conditions under the Entrustment Loan Agreement remain unchanged.

Hebei Publishing & Media Group Limited Corporation has also agreed to provide the guarantee for a further period from 6 January 2013 to 4 July 2013 for the entrustment loans provided by the Company in the full amount of RMB55 million under the Entrustment Loan Agreement without any security over the assets of the Company.

The Board considers that the Extension Agreement is on normal commercial terms and in the interests of the Company and its shareholders as a whole.

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

Beijing, 27 December 2012

As at the date of this announcement, the Board comprises: the executive directors of the Company, Zhang Yanping, Yu Haibo, 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.