

*Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.*



## **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)**

## **APPOINTMENT OF VICE CHAIRMAN OF THE BOARD**

The board of directors (“**Board**”) of Beijing Media Corporation Limited (“**Company**”) is pleased to announce that at the meeting of the Board held on Tuesday, 13 December 2011, Mr. Li Shiheng, being a non-executive director of the Company, has been appointed as vice chairman of the Board with effect from the date of the annual general meeting of the Company for 2011 until the date of the annual general meeting of the Company for 2012. For biographical details of Mr. Li Shiheng, please refer to the announcement of the Company dated 9 April 2010.

The Board would like to take this opportunity to express its warm welcome to Mr. Li Shiheng of his appointment as the vice chairman of the Board.

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

Beijing, PRC  
13 December 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, Li Shiheng, Wu Peihua, Liu Han, Xu Xun and Li Yigeng 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](http://www.bjmedia.com.cn).*