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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 12 July 2012 (the “**Original Announcement**”). Unless otherwise defined herein, capitalized terms used in this announcement shall have the same meanings as those defined in the Original Announcement.

The Board announces that, on 28 June 2013, the Company, the Bank and BQTM 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 RMB70 million to BQTM with a fixed annual interest rate of 6% by reference to the benchmark lending interest rate of the People's Bank of China, for a further period from 28 June 2013 to 27 December 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 as stated in the Original Announcement remain unchanged.

Trans-media has also agreed to provide the guarantee for the said entrustment loans provided by the Company in the principal amount of RMB70 million 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, PRC
28 June 2013

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, Song Jianwu, Cui Baoguo, Wu Tak Lung, Cui Enqing and Chen Ji.

Please also refer to the published version of this announcement on the Company's website at www.bjmedia.com.cn.