

Hong Kong Exchanges and Clearings 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

(A joint stock company incorporated in the People's Republic of China with limited liability)

(Stock Code: 1000)

PROPOSED APPOINTMENT OF NON-EXECUTIVE DIRECTOR

The Board hereby announces that the Company proposes to appoint Mr. Li Yigeng as a non-executive director of the Company.

The proposed appointment of Mr. Li Yigeng will take effect from the date of the approval of the shareholders of the Company by way of an ordinary resolution at the AGM.

Reference is made to the announcement of Beijing Media Corporation Limited (the “**Company**”) dated 29 October 2008 in relation to the resignation of Ms. Li Wenqing as a non-executive director of the Company. At the meeting of the board of directors (the “**Board**”) of the Company on 20 April 2009, the Board approved the appointment of Mr. Li Yigeng as a non-executive director of the Company, and his appointment will take effect from the date of the approval of the shareholders of the Company at the annual general meeting to be held on 15 June 2009 (“**AGM**”).

PROPOSED APPOINTMENT OF NON-EXECUTIVE DIRECTOR

Biography of Mr. Li Yigeng:

Mr. Li Yigeng (“**Mr. Li**”), aged 46, graduated in foreign languages studies from East China Normal University in 1988. Mr. Li also obtained his MBA degree from Rutgers, the State University of New Jersey in 1999.

Mr. Li. has served as the president of China Region of MIH Print Media Holdings Limited since 2008. During the period from 2000 to 2008, Mr. Li served as the vice president of MIH plane media of China Region for the business development in China, Mr. Li spent 2 years to serve at the headquarter of MIH Group in South Africa from 2000 to 2001, subsequently, Mr. Li served in the pay TV and plane media sectors of MIH Group in its office in China from 2001 to 2008. Prior to his position in MIH Group, Mr. Li served as translator at Diplomatic Services Bureau of Ministry of Foreign Affairs of the People's Republic of China from 1988 to 1994 and also served at Claydon Gescher Associates which is a company engaging in consulting services for the sectors of media and telecommunication from 1994 to 1999.

As at the date of this announcement, Mr. Li has not held any directorship in any listed company in the past 3 years.

As at the date of this announcement, Mr. Li has no interest in the shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance (chapter 571 of the laws of Hong Kong) and Mr. Li has no relationship with any director, member of senior management or substantial or controlling shareholder (as such terms are defined in the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (“**Listing Rules**”) of the Company.

Upon approval of Mr. Li’s appointment by the shareholders, the Company and Mr. Li will enter into a service contract commencing from 15 June 2009 until the expiration of the term of the current session of the Board. Pursuant to the provisions of the service contract, Mr. Li will not receive any remuneration from the Company.

Save as disclosed above, Mr. Li has confirmed that there are no other matters that need to be brought to the attention of shareholders in connection with his appointment and there is no information that should be disclosed pursuant to Rule 13.51(2)(h) to (v) of the Listing Rules.

The proposed appointment of Mr. Li as a non-executive director is subject to the approval of the shareholders of the Company at the AGM by way of ordinary resolution, a notice of the AGM will be despatched to the shareholders of the Company in due course.

By Order of the Board
Zhang Yanping
Chairman

Beijing, PRC, 20 April 2009

As at the date of this announcement, the Board comprises: the executive directors of the Company, Zhang Yanping, Zhang Yabin, Sun Wei, He Pingping, Du Min, the non-executive directors of the Company, Liu Han, Xu Xun, 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.