



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)

REPLY SLIP FOR THE EXTRAORDINARY GENERAL MEETING TO BE HELD ON 18 DECEMBER 2009

I/We^(Note 1) _____

Of _____

(as shown on the register of members) being the holder(s) of ^(Note 2) share(s) of RMB1.00 each in the capital of **Beijing Media Corporation Limited** (the “**Company**”) hereby inform the Company that I/we intend to attend (in person or by proxy) the extraordinary general meeting of the Company (the “**EGM**”) to be held at 2 p.m. on Friday, 18 December 2009 at 21st floor, Beijing Youth Daily Agency Building A, No. 23 Baijiazhuang Dongli, Chaoyang District, Beijing 100026, the People's Republic of China (“**PRC**”).

Date: _____ 2009

Signature(s): _____

Notes:

1. Please insert full name(s) (in Chinese or in English) and address(es) (as shown on the register of members) in **BLOCK LETTERS**.
2. Please insert the number of shares (including domestic shares, and H shares) registered under your name(s).
3. If you are a holder of H shares, please complete and sign the reply slip and return it by hand, by mail or by fax to Computershare Hong Kong Investor Services Limited, the H share registrar and transfer office of the Company in Hong Kong, by no later than Friday, 27 November 2009.
4. If you are a holder of domestic shares, please complete and sign the reply slip and return it by hand, by mail or by fax to the principal place of business of the Company in the PRC by no later than Friday, 27 November 2009.
5. The address and the contact details of Computershare Hong Kong Investor Services Limited, the H share registrar and transfer office of the Company, are set out below:

Rooms 1806-1807
18th Floor, Hopewell Centre,
183 Queens Road East
Wanchai
Hong Kong
Telephone: (+852) 2862 8555
Fax: (+852) 2865 0990/(+852) 2529 6087

6. The address and contact details of the Company's principal place of business in the PRC are set out below:

Beijing Youth Daily Agency,
Building A, No. 23 Baijiazhuang Dongli,
Chaoyang District,
Beijing 100026
PRC
Telephone: (+86) 10 6590 2630
Fax: (+86) 10 6590 2630