



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 FRIDAY, 21 DECEMBER 2012

To: Beijing Media Corporation Limited (the "Company")

I/We ^(note1) _____
of _____
(as shown on the register of members) being the registered holder(s) of ^(note2) _____
share(s) of RMB1.00 each in the share capital of the Company, hereby inform the Company that I/We intend to attend (in person or by a proxy) the extraordinary general meeting of the Company to be held at 3:00 p.m. on Friday, 21 December 2012 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: _____ 2012 Signature(s): _____

Notes:—

1. Please insert full name(s) (in Chinese or in English) and registered address(es) (as shown in the register of members) in **BLOCK LETTERS**.
2. Please insert the number of shares (including domestic shares or 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, 30 November 2012.
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 office and mailing address of the Company in the PRC by no later than Friday, 30 November 2012.
5. The address and the contact details of Computershare Hong Kong Investor Services Limited, the H share registrar and transfer office of the Company in Hong Kong, are set out below:

17M Floor, Hopewell Centre,
183 Queens Road East
Wanchai
Hong Kong
Telephone: (+852) 2862 8555
Fax: (+852) 2865 0990/(+852) 2529 6087
6. The office and the contact details of the Company are set out below:

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