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BEIJING MEDIA CORPORATION LIMITED

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

(Stock Code: 1000)

PROPOSED RE-ELECTION OF DIRECTORS AND SUPERVISORS AND PROPOSED AMENDMENTS TO THE ARTICLES OF ASSOCIATION

The Company announces that all directors and all supervisors of the Company will retire from their offices at the conclusion of the AGM.

Mr. Zhang Yanping, Mr. Zhang Yabin, Mr. Sun Wei, Mr. Liu Han, Mr. Xu Xun, Mr. Li Yigeng, Mr. Tsang Hing Lun, Mr. Wu Changqi, Mr. Liao Li, Mr. Tian Kewu, Mr. He Daguang and Mr. Zhou Fumin, being eligible, have offered themselves to be re-elected at the AGM commencing on the date of the AGM to the annual general meeting of the Company for 2012.

Mr. He Pingping, Mr. Du Min, Mr. Gao Zhiyong and Mr. Liu Yanfeng will cease to be the directors and supervisors following their retirement from their respective offices after the conclusion of the AGM. Mr. He Pingping will be appointed as the deputy vice president of the Company with effect from the date of the AGM.

The Company has proposed the appointment of Mr. Li Shiheng and Ms. Wu Peihua as non-executive directors, and Ms. Yan Mengmeng and Mr. Zhang Chuanshui as supervisors whose appointments are subject to the approval of the shareholders of the Company by way of ordinary resolutions at the AGM.

The Company proposed to make certain amendment to the Articles of Association to reflect certain change in the corporate information of the Company.

RE-ELECTION OF DIRECTORS AND SUPERVISORS

The board of directors (“**Board**”) of Beijing Media Corporation Limited (the “**Company**”) comprises eleven directors including five executive directors, three non-executive directors and three independent non-executive directors, while the supervisory committee of the Company comprises five supervisors.

According to the articles of association of the Company (the “**Articles of Association**”), the term of office of each of the directors and supervisors of the current term shall expire on the date of the annual general meeting for 2009 (the “**AGM**”) and will be eligible for re-election.

Directors

Two executive directors, namely Mr. He Pingping and Mr. Du Min will cease to be the directors following their retirement from their respective offices after the conclusion of the AGM. Mr. He Pingping will be appointed as the deputy vice president of the Company with effect from the date of the AGM.

Mr. He Pingping and Mr. Du Min have confirmed that they have no disagreement with the Board and there are no other matters in relation to their retirements that need to be brought to the attention of the shareholders of the Company.

The Board would like to express its gratitude to Mr. He Pingping and Mr. Du Min for their contributions to the Company during their tenure of office as executive directors of the Company.

Save for Mr. He Pingping and Mr. Du Min’s retirement from offices as executive directors, all other retiring Directors will be eligible for re-election.

The Company has nominated Mr. Zhang Yanping, Mr. Zhang Yabin and Mr. Sun Wei, being retiring executive directors, Mr. Liu Han, Mr. Xu Xun and Mr. Li Yigeng, being retiring non-executive directors, Mr. Tsang Hing Lun, Mr. Wu Changqi and Mr. Liao Li, being retiring independent non-executive directors, as candidates for the election as executive directors, non-executive directors and independent non-executive directors, respectively, for the term of office commencing from the date of the AGM to the annual general meeting of the Company for 2012 (the “**Next Term**”).

The Company has also nominated Mr. Li Shiheng and Ms. Wu Peihua as candidates of the new non-executive directors for the Next Term.

Supervisors

Two supervisors, namely Mr. Gao Zhiyong and Mr. Liu Yanfeng have notified the Company that they will retire from offices as supervisors on the date of AGM and will not seek for re-election.

Mr. Gao Zhiyong and Mr. Liu Yanfeng have confirmed that they have no disagreement with the Board and the supervisory committee of the Company and there are no other matters in relation to their retirements that need to be brought to the attention for the shareholders of the Company.

The Board and the supervisory committee would like to express its gratitude to Mr. Gao Zhiyong and Mr. Liu Yanfeng for their contributions to the Company during their tenure of office as supervisors of the Company.

Save for Mr. Gao Zhiyong and Mr. Liu Yanfeng retirement from offices as supervisors, all other retiring supervisors will be eligible for re-election.

The Company has nominated Mr. Tian Kewu, Mr. He Daguang and Mr. Zhou Fumin, being retiring supervisors, as candidates for the election as supervisors, for the Next Term.

The Company has also nominated Ms. Yan Mengmeng and Mr. Zhang Chuanshui as candidates of the new supervisors for the Next Term.

Biographical Details

Mr. Li Shiheng (李世恒)

Mr. Li, aged 50, was nominated as a non-executive director of the Company with effect from the date of approval by the shareholders in the AGM and until the expiration of Next Term.

From 1986 to 1990, Mr. Li served as the secretary and deputy director of the member committee of education department of Fengtai District of Beijing City. From 1990 to 1993, Mr. Li served as the youth director, deputy director of Fengtai Communist Youth League of Beijing. From 1993 to 1998, Mr. Li served as the deputy director of city department and director of middle school department of China Communist Youth League Beijing Committee. From 1998 to 2004, Mr. Li has been serving as the deputy secretary to the Party Committee, vice president of Beijing Youth Daily Agency. Mr. Li has been serving as the deputy secretary to the Party Committee, executive deputy president and director of operational management committee of Beijing Youth Daily Agency since August 2004.

Mr. Li graduated from the Party School of the Central Committee of C.P.C in December 1996, majoring in politics and law. Mr. Li obtained his MBA master degree from Guanghai School of Management, Peking University in July 2007.

Saved as disclosed herein, Mr. Li has not held any directorship in other listed companies in the past three years nor has any relationship with any directors, senior management, substantial shareholders or controlling shareholder of the Company.

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.

Upon due appointment as a non-executive director of the Company, Mr. Li will enter into a service contract with the Company for a term commencing from the date of appointment and ending on the expiration of Next Term. Mr. Li's remuneration package will be determined by the shareholders of the Company and with reference to the recommendation provided by the remuneration committee of the Board in accordance with its terms of reference, by taking into account, among other matters, his duties and responsibilities in the Company.

Save as disclosed above, the Board is not aware of any other matters in relation to the appointment of Mr. Li that need to be brought to the attention of the shareholders of the Company nor that is required to be disclosed pursuant to Rule 13.51(2)(h) to (v) of the Listing Rules.

Ms. Wu Peihua (吳佩華)

Ms. Wu, aged 49, was nominated as a non-executive director of the Company with effect from the date of approval by the shareholders in the AGM and until the expiration of Next Term.

Ms. Wu joined Beijing Youth Daily Agency and has served as journalist, editor, director, deputy chief editor, executive deputy chief editor of Beijing Youth Daily Agency since 1982. Ms. Wu also has served as the president of Legal Evening News Agency since September 2005.

Ms. Wu graduated from Peking University with a bachelor degree in news from Chinese Faculty and obtained a bachelor degree in literature in 1982. Ms. Wu obtained a master degree in education from Tokyo Gakugei University in 1994.

Saved as disclosed herein, Ms. Wu has not held any directorship in other listed companies in the past three years nor has any relationship with any directors, senior management, substantial shareholders or controlling shareholder of the Company.

As at the date of this announcement, Ms. Wu has no interest in the shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance.

Upon due appointment as a non-executive director of the Company, Ms. Wu will enter into a service contract with the Company for a term commencing from the date of appointment and ending on the expiration of Next Term. Ms. Wu's remuneration package will be determined by the shareholders of the Company and with reference to the recommendation provide by the remuneration committee of the Board in accordance with its terms of reference, by taking into account, among other matters, her duties and responsibilities in the Company.

Save as disclosed above, the Board is not aware of any other matters in relation to the appointment of Ms. Wu that need to be brought to the attention of the shareholders of the Company nor that is required to be disclosed pursuant to Rule 13.51(2)(h) to (v) of the Listing Rules.

Ms. Yan Mengmeng (嚴夢夢)

Ms. Yan, aged 46, was nominated as a supervisor of the Company with effect from the date of approval by the shareholders in the AGM and until the expiration of Next Term.

Ms. Yan is a director of the laser phototypesetting center of the Company.

Ms. Yan worked as a secretary of the Office of the China Electronic Press Association and became a secretary of the Office of the Exhibition and Design Association under the China Electronic Press Association from June 1983 to June 1991. Starting from June 1991, she joined Beijing Youth Daily Agency as a coordinator of its laser phototypesetting office and was promoted to deputy director and then director of the laser phototypesetting office of Beijing Youth Daily Agency in June 1992 and March 1993 respectively. She was transferred from Beijing Youth Daily Agency to the Company as the head of laser phototypesetting center in May 2001.

Ms. Yan graduated from Capital Economic and Trade University with a postgraduate certificate in business management.

Saved as disclosed herein, Ms. Yan has not held any directorship in other listed companies in the past three years nor has any relationship with any directors, senior management, substantial shareholders or controlling shareholder of the Company.

As at the date of this announcement, Ms. Yan has no interest in the shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance.

Upon due appointment as a supervisor of the Company, Ms. Yan will enter into a service contract with the Company for a term commencing from the date of appointment and ending on the expiration of Next Term. Pursuant to the provisions of the service contract, Ms. Yan will not be receiving any remuneration from the Company.

Save as disclosed above, the Board and the supervisory committee of the Company are not aware of any other matters in relation to the appointment of Ms. Yan that need to be brought to the attention of the shareholders of the Company nor that is required to be disclosed pursuant to Rule 13.51(2)(h) to (v) of the Listing Rules.

Mr. Zhang Chuanshui (張傳水)

Mr. Zhang, aged 49, was nominated as a supervisor of the Company with effect from the date of approval by the shareholders in the AGM and until the expiration of Next Term.

Mr. Zhang worked at No. 6 sub-factory in Li Ming Farm at Yunnan Province from May 1969 to October 1978. He worked at the engineering team of Beijing Measuring Instruments Limited from November 1978 to 1985. From 1986 to April 1993, Mr. Zhang served as the finance director of Beijing Hardware Tools Research Center. From May 1993 to September 2006, Mr. Zhang served as the deputy manager in the planning and finance department of Beijing Economic-Technological Investment & Development Corporation. Mr. Zhang has retired since October 2006.

Mr. Zhang studied at Beijing City Material Bureau Staff University.

Saved as disclosed herein, Mr. Zhang has not held any directorship in other listed companies in the past three years nor has any relationship with any directors, senior management, substantial shareholders or controlling shareholder of the Company.

As at the date of this announcement, Mr. Zhang has no interest in the shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance.

Upon due appointment as a supervisor of the Company, Mr. Zhang will enter into a service contract with the Company for a term commencing from the date of appointment and ending on the expiration of Next Term. Pursuant to the provisions of the service contract, Mr. Zhang will not be receiving any remuneration from the Company.

Save as disclosed above, the Board and the supervisory committee of the Company are not aware of any other matters in relation to the appointment of Mr. Zhang that need to be brought to the attention of the shareholders of the Company nor that is required to be disclosed pursuant to Rule 13.51(2)(h) to (v) of the Listing Rules.

PROPOSED AMENDMENT TO THE ARTICLES OF ASSOCIATION

The Company proposed to make certain amendment to the Articles of Association to reflect certain change in the corporate information of the Company. The proposed amendment to the Articles of Association is subject to the approval of the shareholders by way of a special resolution at the AGM.

The proposed amendment to the Article of Association is set out in the table below:

| Articles of Association | Existing Version | Proposed Version |
|--------------------------------|--|---|
| Article 107 | <p>The Company shall have one (1) president, two (2) executive vice presidents, a number of vice presidents and one (1) chief financial officer who shall be appointed or terminated by the board of directors.</p> <p>The president, executive vice presidents, the number of vice presidents and the chief financial officer shall serve for a term of three (3) years and may be reappointed for consecutive terms if re-elected.</p> | <p>The Company shall have one (1) president, three (3) executive vice presidents, a number of vice presidents and one (1) chief financial officer who shall be appointed or terminated by the board of directors. The president, executive vice presidents, the number of vice presidents and the chief financial officer shall serve for a term of three (3) years and may be reappointed for consecutive terms if re-elected.</p> |

A circular containing, among other matters, details of the proposed re-election of directors and supervisors, and the proposed amendment to the Articles of Association together with a notice convening the AGM for approving the same will be dispatched to the shareholders of the Company as soon as practicable.

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

Beijing, PRC, 9 April 2010

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, 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.