

The Stock Exchange of Hong Kong Limited takes no responsibility for the contents of this announcement, makes no representation as to its accuracy or completeness and expressly disclaims any liability whatsoever for any loss howsoever raising from or in reliance upon the whole or any part of the contents of this announcement.



BEIJING MEDIA CORPORATION LIMITED

(A joint stock limited company incorporated in the People's Republic of China with limited liability)
(Stock Code: 1000)

RESIGNATION OF QUALIFIED ACCOUNTANT, COMPANY SECRETARY AND ALTERNATIVE AUTHORISED REPRESENTATIVE

The qualified accountant, company secretary and an alternative authorised representative of the Company, Mr. Lau Wing Kee, has tendered his resignation, with effect from 1 March 2007. The Company is in the progress of identifying a suitable candidate with the appropriate qualifications to replace him.

Beijing Media Corporation Limited (the "Company") announces that due to the personal reasons, Mr. Lau Wing Kee ("Mr. Lau") resigned as the qualified accountant, company secretary and alternative authorised representative of the Company with effect from 1 March 2007. Mr. Lau has confirmed that he has no disagreement with the Company and he is not aware of any matter regarding his resignation that needs to be brought to the attention of the shareholders of the Company.

The Company would like to express its gratitude for Mr. Lau's dedication to the Company.

Pursuant to Rule 3.24 and 8.17 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited ("Listing Rules"), the Company must employ an individual with the specified qualifications set out under the rule, as its qualified accountant and company secretary. In addition, Mr. Lau was appointed as an alternative authorised representative since both the Company's authorised representatives would not normally be resident in Hong Kong as required by Rules 8.12 and 19A.15 of the Listing Rules. The Company is in the process of identifying a suitable candidate with the specified qualifications as its qualified accountant, company secretary and alternative authorised representative on an urgent basis and will issue a further announcement as soon there is any major progress in the matter.

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

Beijing, PRC, 28 February 2007

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, Abraham van Zyl, 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 in The Standard."