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## **BEIJING MEDIA CORPORATION LIMITED**

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

### **APPOINTMENT OF QUALIFIED ACCOUNTANT, COMPANY SECRETARY AND ALTERNATIVE AUTHORISED REPRESENTATIVE**

The Board announces that Mr. Edmund SIT has been appointed as the qualified accountant, company secretary and an alternative authorised representative of the Company with effect from 14 March 2007.

Reference is made to the announcement of the Company dated 1 March 2007 in relation to Mr. Lau Wing Kee's ("**Mr. Lau**") resignation as the qualified accountant, company secretary and authorised representative. The Board is pleased to announce that Mr. Edmund SIT ("**Mr. SIT**"), who fulfils the requirements under Rule 3.24 of the Listing Rules, has been appointed as a qualified accountant, company secretary and authorised representative with effect from 14 March 2007.

Mr. SIT, 44, is an associate of the Hong Kong Institute of Certified Public Accountants and a member of the Association of Chartered Certified Accountants in the United Kingdom. In addition, Mr. SIT is also an associate member of Hong Kong Institute of Human Resources Management and a senior member of Institute of Professional Print and Media. He has over 20 years' experience in financial, management accounting and personal management. Mr. SIT holds a Bachelor's Degree and Master's Degree of Business Administration from Hong Kong Baptist University.

The Board warmly welcomes Mr. SIT to the Company.

By Order of the Board  
**Zhang Yanping**  
*Chairman*

Beijing, PRC, 13 March 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."