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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)

CHANGE OF COMPANY SECRETARY ALTERNATIVE AUTHORIZED REPRESENTATIVE AND PRINCIPAL PLACE OF BUSINESS IN HONG KONG

The Board announces that:

- a) Mr. Edmund Sit, whose term of office has expired, has ceased to be the company secretary and alternative authorized representative of the Company with effect from 15 March 2010;
- b) Mr. Yu Leung Fai has been appointed as the company secretary and alternative authorized representative of the Company with effect from 15 March 2010; and
- c) the principal place of business in Hong Kong of the Company will be relocated to 7th Floor, Hong Kong Trade Center, 161-167 Des Voeux Road Central, Hong Kong with effect from 15 March 2010.

CHANGE OF COMPANY SECRETARY AND ALTERNATIVE AUTHORIZED REPRESENTATIVE

The board (the “**Board**”) of directors (the “**Directors**”) of Beijing Media Corporation Limited (the “**Company**”) announces that:

- a) Mr. Edmund Sit (“**Mr. Sit**”), whose term of office has expired, has ceased to be the company secretary and alternative authorized representative of the Company with effect from 15 March 2010; and
- b) Mr. Yu Leung Fai (“**Mr. Yu**”) has been appointed as the company secretary and alternative authorized representative of the Company with effect from 15 March 2010.

Mr. Yu Leung Fai (余亮暉)

Mr. Yu Leung Fai, aged 33, is a member of Hong Kong Institute of Certified Public Accountants and a member of American Institute of Certified Public Accountants. Mr. Yu is also the principal of Harri Secretaries Limited. He has 10 years experience in financial and company secretarial field.

Mr. Yu obtained an honorable bachelor degree in accounting and economics from University of Toronto, Canada in 2000 and a bachelor degree in law from University of London in 2005.

The Board would like to take this opportunity to express its gratitude to Mr. Sit for his contribution to the Company during his tenure of office and its warm welcome to Mr. Yu of his appointment as the company secretary and alternative authorized representative of the Company.

CHANGE OF PRINCIPAL PLACE OF BUSINESS IN HONG KONG

The Board would also like to announce that the principal place of business in Hong Kong of the Company will be relocated to 7th Floor, Hong Kong Trade Center, 161-167 Des Voeux Road Central, Hong Kong with effect from 15 March 2010.

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

Beijing, PRC, 15 March 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.