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## **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)**

## **APPOINTMENT OF JOINT COMPANY SECRETARIES**

The board of directors (“**Board**”) of Beijing Media Corporation Limited (“**Company**”) is pleased to announce that Mr. Shang Da (“**Mr. Shang**”) has been appointed as the joint company secretary of the Company for a term of three years with effect from 19 March 2012 and Mr. Yu Leung Fai (余亮暉) (“**Mr. Yu**”) has been re-appointed as the joint company secretary of the Company for the same period. The Stock Exchange of Hong Kong Limited (the “**Hong Kong Stock Exchange**”) has granted a waiver to the Company from strict compliance with the requirements under Rules 3.28 of the Rules Governing the Listing of Securities of the Hong Kong Stock Exchange (the “**Listing Rules**”) for a period of three years from the date of appointment of Mr. Shang in relation to Mr. Shang’s eligibility to act as the joint company secretary on the condition that Mr. Shang would be assisted by Mr. Yu to acquire the relevant experience within the meaning of Rule 3.28 of the Listing Rules and to discharge his duties as joint company secretary of the Company during the waiver period.

The Board would like to take this opportunity to express its warm welcome to Mr. Shang of his appointment and Mr. Yu of his reappointment as the joint company secretaries of the Company.

### **BIOGRAPHICAL DETAILS**

#### **Mr. Shang**

Mr. Shang, aged 50, is the vice president of the Company and secretary of the Board.

Mr. Shang has over 13 years of work experience in the media industry and he has profound understanding of this industry in China. He has been serving as the secretary to the Board since 28 May 2001 and a vice president of the Company since 13 December 2011. Mr. Shang first joined the Beijing Youth Daily Agency in 1999, responsible for the preparation of establishment of the Company.

Mr. Shang graduated from the Capital University of Economics and Business (formerly known as Beijing Institute of Economics) in 1987 majored in Trading Economics. Mr. Shang is also an associated member of The Hong Kong Institute of Chartered Secretaries.

**Mr. Yu Leung Fai (余亮暉)**

Please refer to the announcement of the Company dated 15 March 2010 for the biographical details of Mr. Yu.

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

Beijing, PRC  
19 March 2012

*As at the date of this announcement, the Board comprises: the executive directors of the Company, Zhang Yanping, Zhang Yabin and Sun Wei, the non-executive directors of the Company, Li Shiheng, Liu Han, Wu Peihua, Xu Xun and 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](http://www.bjmedia.com.cn).*