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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)

ANNOUNCEMENT AND RESUMPTION OF TRADING

The Board announces that 6 employees have been taken into custody for questioning by the Prosecution Office of the Beijing Dongcheng District and the Second Branch Prosecution Office of the Beijing City, the PRC. BYDM has suspended the duties of the 6 employees until further notice.

The Board has also resolved to engage independent financial advisers to conduct an internal investigation in relation to the incident. The independent directors have been mandated to lead the internal investigation and will report the findings to the Board.

At the request of BYDM, trading of the shares of BYDM on the Stock Exchange has been suspended from 9:30 a.m. on 3 October 2005 pending the release of this announcement. An application for resumption of trading to take effect from 9:30 a.m. on 4 October 2005 has been made with the Stock Exchange.

This announcement is made pursuant to rule 13.09(1) of the Listing Rules.

The board of directors (the "Board") of Beijing Media Corporation Limited ("BYDM") announces that Mr. Zheng Yijun (Vice-President), Mr. Niu Ming (Vice-President), Mr. Yu Dagong (Head of Advertising Department), Mr. Zhu Weijing (Deputy Head of Advertising Department), Mr. Duan Tao (Officer of Advertising Department) and Mr. Lu Jianning (Officer of Advertising Department) have been taken into custody for questioning by the Prosecution Office of the Beijing Dongcheng District and the Second Prosecution Branch Office of the Beijing City, the People's Republic of China ("PRC"). The Board understands that allegations of bribery have been made against Mr. Yu Dagong, Mr. Zhu Weijing and Mr. Duan Tao but it is uncertain as to whether the allegations have any relationship with BYDM. The Board has not been officially notified by the PRC authorities on the allegations made on the remaining 3 employees. None of the above individuals is a member of the Board.

The Board has suspended the duties of all of the above individuals immediately after their detention until further notice and have appointed Mr. Sun Wei, President and Executive Director, to have overall responsibility of managing the advertising business of BYDM to ensure minimal disruption of the operation of BYDM. The Board has also appointed a special committee led by Mr. Du Min, Executive Director, to manage the daily operations of the advertising business. The special committee will report to Mr. Sun Wei directly. With the implementation of the above measures, the Board does not anticipate any significant disruption will be caused to the daily operations of BYDM. The Board has also resolved to engage independent financial advisers to conduct an internal investigation on the incident and any possible financial impact on BYDM as a result. The independent directors have been mandated to lead the internal investigation and will report the findings to the Board. BYDM will announce the findings of the investigation as soon as they are approved by the Board.

At the request of BYDM, trading of the shares of BYDM on the Stock Exchange has been suspended from 9:30 a.m. on 3 October 2005 pending the release of this announcement. An application for resumption of trading to take effect from 9:30 a.m. on 4 October 2005 has been made with the Stock Exchange.

This announcement is made pursuant to rule 13.09(1) of the Listing Rules.

By Order of the Board
Zhang Yanping
Chairman

Beijing, PRC, 3 October 2005

On the date of this announcement, the Board comprises: the executive directors of Company, Zhang Yanping, Zhang Yabin, Sun Wei, He Pingping, Du Min, the non-executive directors of the Company, Liu Han, Xu Xun, Johannes Louw Malherbe, 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."