

EXECUTIVE DIRECTORS

ZHANG Yanping, 49, is the Chairman and an executive Director. He graduated in 1988 from the Renmin University of China with a bachelor's degree in journalism and achieved a master of business administration degree from the School of Economics and Management of Tsinghua University in 2006. Mr. Zhang completed his military service with Division No. 4 of Beijing Garrison Command (北京衛戍區警衛四師) from December 1976 to June 1980. He then joined Beijing People's Radio (北京人民廣播電台) as a trainee from June 1980 to April 1981. He joined BYDA in November 1981 and has gained nearly 26 years of experience in the media business and has acted in a number of different positions such as a reporter, director, editing committee member, deputy chief editor, standing deputy chief editor and chief editor of BYDA. Mr. Zhang is currently the president of the BYDA. Mr. Zhang was appointed as a Director on 16 May 2001.

ZHANG Yabin, 50, is a Vice Chairman and an executive Director. Mr. Zhang is currently the chief editor of BYDA. He graduated in 1982 from the Peking University with a bachelor's degree in journalism and graduated in 2005 from EMBA Programme at Cheung Kong Graduate School of Business. He was a reporter and an editor of the political and legal department of Beijing Daily News Press (北京日報社) from February 1982 to June 1992. He became the deputy director of the chief editorial department of Beijing Daily News Press from July 1992 and then became the director of the external relationship department of Beijing Daily News Press starting from March 1996. In April 1999, Mr. Zhang started to serve as the chief editor of Morning Post Press (北京晨報社). He joined BYDA in April 2002 as the chief editor. Mr. Zhang was appointed as a Director on 30 December 2002.

SUN Wei, 53, is the President of the Company and an executive Director. He graduated in 1994 from the China Communist Party Central School in economics and administration and studied in a course leading to a postgraduate degree in journalism in Remin University of China from 1996 to 1998. He joined BYDA in October 1983 and has gained experience as a reporter, editor, deputy director, director, editing committee member and deputy chief editor. Mr. Sun was the executive deputy chief editor of BYDA. He is currently the vice president of Beijing Youth Fictionist Association (北京青年創業者協會). Mr. Sun was appointed as a Director on 23 August 2004.

HE Pingping, 52, is an executive Director. Mr. He graduated in 1987 from the Capital Normal Academy (北京師範學院) in politics and education. He was in charge of the Youth Communist League Committee of Beijing Cotton Textile Dyeing Company Limited (北京棉紡織印染有限公司) from October 1983 to January 1985. Starting from March 1987, he became the vice president of the Propaganda Division of the Beijing Municipal Committee of China Communist Youth League (共青團北京市委宣傳部). From January 1990 to February 1991, he served as the vice president of the Beijing Youth Service Center (北京青少年服務中心). He then became the deputy chief editor and vice president of Beijing Youth Audio-visual Press (北京青少年音像出版社) in February 1991 before joining BYDA as deputy chief editor from March 1993 to June 2005. He then served as the chief director of Youth Weekend (青年週末) in March 2006. Mr. He was appointed as a Director on 16 May 2001.

DU Min, 39, is an executive Director and the executive vice president of the Company. He graduated in 1991 from Renmin University of China with a bachelor's degree in law. Mr. Du has acted in a number of different positions such as editor, reporter and department head of China Business Times from July 1991 to July 1995. He became the vice president and the deputy chief editor of China Business starting from August 1995. In September 1998, he joined the America International Data Group's branch in China (美國國際數據集團中國公司) as a vice president. He then served as the vice president of Shanghai Meining Computer Software Company Limited (上海美寧計算機軟件有限公司) from July 2000 to September 2002 before becoming the general manager of our Company in December 2002. Mr. Du was appointed as a Director on 30 December 2002.

NON-EXECUTIVE DIRECTORS

LIU Han, 48, is a non-executive Director. Mr. Liu is currently the vice president of BYDA. He graduated in 1982 from Capital Normal Academy (北京師範學院) in Chinese literature. He became a teacher of the No. 1 Secondary School of Fengtai, Beijing (北京豐台一中) from September 1982 to December 1985. Mr. Liu served as an officer of Beijing Fengtai Bureau of Education (北京豐台教育局) from December 1985 to June 1986. He joined BYDA in July 1986 as reporter, and subsequently, deputy head of the editorial department. He had also been the editor-in-chief, assistant to the president and the president of Middle School Times. Mr. Liu was appointed as a Director on 16 May 2001.

XU Xun, 51, is a non-executive Director. He graduated in 1998 from the Postgraduate School of the Chinese Academy of Social Sciences (中國社會科學院研究生院) with a master's degree in finance. Mr. Xu served as an editor and reporter of Capital Economic Information Daily (首都經濟信息報) from 1990 to 1993. He was the general manager of Beijing Hua Ren Advertising Company Limited (北京華人廣告公司) in 1993. He became the deputy general manager of Chinese Securities Daily (中國證券報) from November 1994 to February 2000. Thereafter, he worked in Beijing Zhijin Science and Technology Investment Co., Ltd. as the deputy general manager from March 2000 to March 2002. He worked with Beijing Management Department of Yongjin Group as General Manager from March 2002 to 2006, and is now the vice president of Yongjin Group. Mr. Xu was appointed as a Director on 16 May 2001.

Abraham VAN ZYL, 51, is a non-executive Director. He graduated from the University of Port Elizabeth, South Africa with a bachelor's degree in Afrikaans-Nederlands and German in 1976. Mr. Van Zyl has extensive experience in the newspaper industry. From 1989 to 1992, he was a news editor of Die Burger, a Naspers newspaper in Cape Town, South Africa, and became managing editor of Die Burger in 1993. From 1994 to 1997, he was appointed as general manager of City Press, a national Sunday newspaper jointly owned by Naspers in the Vaal Triangle near Johannesburg. From 2000 to March 2005, he was the regional general manager of Media 24's newspapers in the south of South Africa. Currently, he is president of the MIH Print Media Beijing Office. Mr. Van Zyl has also been the chairman of the Cape Town Chamber of Commerce before being transferred to Beijing. Mr. Zyl was appointed as a Director on 20 June 2006.

INDEPENDENT NON-EXECUTIVE DIRECTORS

TSANG Hing Lun, 58, is an independent non-executive Director. Mr. Tsang is the chief executive officer of Influential Consultants Ltd. He is also Fellow Members of Hong Kong Institute of Directors, the Association of Certified Accountants and the Hong Kong Institute of Certified Public Accountants. Mr. Tsang graduated from the Chinese University of Hong Kong with a bachelor's degree in business administration (1st Class Hons.) in 1973. Mr. Tsang has served in the senior management capacity in several reputable publicly listed companies operating in Hong Kong and Singapore. Mr. Tsang joined the Hang Seng Bank Group in 1973 and had served in the group for 17 years. He acted as the assistant general manager of the planning and development division of Hang Seng Bank before joining the UOB Group in Singapore in 1990 as its Head of International Branches Division and First Vice President. After working in the UOB Group, Mr Tsang has also acted as an executive vice president of the Stock Exchange of Hong Kong in 1993 and the executive director of China Champ Group in 1994, as an alternate chief executive and deputy general manager of the China Construction Bank, Hong Kong Branch from 1995 to 1998. Mr Tsang has also acted as an executive director of DigiTel Group Limited, a company listed on the GEM Board of the Stock Exchange. Mr. Tsang was appointed as a Director on 12 November 2004.

WU Changqi, 52, is an independent non-executive Director. He graduated in 1982 from Shandong University (山東大學) with a bachelor's degree in economics. He obtained a master's degree in business administration and a doctoral degree in applied economics from Katholieke Universiteit Leuven (魯漢天主教大學) in Belgium in 1986 and 1990, respectively. He has also been a lecturer and an assistant professor in Economics of The Hong Kong University of Science and Technology respectively in 1991 and 1997. He has been the professor and the president of the Faculty of Strategic Management of the Guanghua School of Management of Peking University since 2001, the president of the EMBA Centre of the Guanghua School of Management of Peking University from 2002 and the associate dean of the Guanghua School of Management of Peking University from 2003. Mr. Wu was appointed as a Director on 23 August 2004.

INDEPENDENT NON-EXECUTIVE DIRECTORS *(Continued)*

LIAO Li, 41, is an independent non-executive Director. He is currently the deputy president and the professor in finance of the School of Economics and Management of Tsinghua University. Mr. Liao graduated in 1989 from the Department of Electrical Engineering of Tsinghua University with a bachelor's degree in mechanical engineering and automation profession. He obtained a doctoral degree in technical economics from the School of Economics and Management of Tsinghua University in 1995. In 1999, he graduated from the Sloan School of Management of Massachusetts Institute of Technology with a master's degree in business administration. Mr. Liao was a lecturer of the School of Economics and Management of Tsinghua University from 1995 to 1997. Starting from 2001, Mr. Liao became the deputy president and the deputy professor in finance of the School of Economics and Management of Tsinghua University and became a professor in 2004. Mr. Liao was appointed as a Director on 23 August 2004.

SUPERVISORS

LI Shiheng, 47, is a supervisor of the Company. Mr. Li is currently the vice president of BYDA and the deputy secretary of the Party Committee. Mr. Li graduated in 1997 from the China Communist Party School in politics and law. Starting from May 1990, he became the leader and the deputy secretary of the Communist Youth League of Fengtai District Committee of Beijing (北京共青團豐台區委共青團青工部). He became the deputy secretary of the Communist Youth League Committee of Fengtai District of Beijing in May 1991. He became the deputy leader of the Committee of the urban region of Beijing (北京團市委城區部) from March 1993, before he became the vice president of BYDA in September 1998.

HE Daguang, 49, is a supervisor of the Company. He graduated from Shaanxi College of Finance and Economy in 1983 specialising in financial management for industrial enterprises. From 1983 to 2001, Mr. He had, amongst other positions, served as a deputy head of a division, head of a division, vice chief accountant, deputy chief accountant and executive director of China International Water and Electric Corporation. Mr. He served as the PRC chief financial officer of Phoenix Satellite Television Company Limited from 2001 to November 2006, and has been the vice president of Phoenix Satellite Television Company Limited since December 2006.

GAO Zhiyong, 44, is a supervisor of the Company. He graduated from the College of Finance and Economics of Hunan Province in 1983 with a bachelor's degree in Economics, majoring in Industrial Accounting. Mr. Gao has obtained the following professional technical titles to date, i.e. the Certificate of Certified Public Accountant in 1986, the Certificate of Senior Accountant in 1996 and the Certificate of Certified Tax Agent in 1997. He served as the President of UFIDA Science & Technology Co. from August 2001 to September 2003. Mr. Gao is currently the Vice General Manager of Yuehua Certified Public Accountants.

LIU Yanfeng, 35, is a supervisor of the Company. He graduated from the Central Communist Party School in December 2003 specialising in economics and management. Mr. Liu had, amongst other positions, served as the deputy director of the laser phototypesetting office of BYDA from September 1991 to April 2001. Mr. Liu currently serves as the deputy director of the laser phototypesetting centre of our Company since May 2001.

ZHOU Fumin, 36, is a supervisor of the Company. He graduated from the department of materials science and engineering of Tsinghua University in 1995 with a bachelor's degree in engineering science and graduated from School of Law of Tsinghua University in 1998 with a master's degree in law. Mr. Zhou is currently the vice president of Yunan International Trust and Investment Corporation.

SENIOR MANAGEMENT, QUALIFIED ACCOUNTANT AND COMPANY SECRETARY

Edmund SIT, 43, is a member of the Hong Kong Institute of Certified Public Accountants and a fellow 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 Print-Media Professional. He has over 20 years' experience in auditing, finance, management accounting, personnel management, corporate finance and listing. Mr. Sit holds a bachelor's degree and master's degree of business administration from Hong Kong Baptist University. Mr. Sit is a qualified accountant in compliance with the requirements under Rules 3.24 of the Listing Rules, and has been appointed as Chief Financial Officer and Company Secretary of the Group since 14 March 2007.

SHANG Da, 45, is a secretary to the Board. Mr. Shang graduated from Capital Economic and Trade University (首都經濟貿易大學). He joined BYDA in 1999 and served as the secretary to the Board of the Company since 28 May 2001.

YAN Mengmeng, 43, is a director of the laser phototypesetting centre of the Company. She was awarded a postgraduate certificate in business management from the Capital Economic and Trade University. From June 1983 to June 1991, she worked as a secretary of the Office of the China Electronic Press Association (中國電子新聞工作者協會) and became a secretary of the Office of the Exhibition and Design Association (展示設計協會) under the China Electronic Press Association. Starting from June 1991, she joined BYDA as a coordinator of its laser phototypesetting office and was promoted to deputy director and then director of the laser phototypesetting office of BYDA in June 1992 and March 1993 respectively. She was transferred from BYDA to the Company as the head of laser phototypesetting centre in May 2001.

LIU Xiaofei, 46, head of the advertising division of the Company. Mr. Liu served as a reporter for the overseas edition of People's Daily from 1985 to 1987. He worked for BYDA from 1987 to 2002 and assumed various positions, including reporter of the news department, deputy head of the external affairs department, officer of Social and Education Department, deputy chief editor of weekly magazine Beijing Youth (北京青年), deputy director of the News Research Institute, head of Beijing Art Institution (北京藝術社) and general manager of Bei Yi Advertising Company (北藝廣告公司). From October 2002 to October 2004, Mr. Liu served the Company as deputy head of advertising department. He rejoined BYDA from November 2004 to September 2005 as deputy office director. In October 2005, he returned to the Company and was assigned to the advertising division by the Company. He was officially appointed as head of the advertising division of the Company in January 2007.