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TOM Online Inc.
TOM 在線有限公司*

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8282)

CHANGE OF QUALIFIED ACCOUNTANT

<p>The Board announces that Ms. Nora Tsang has been appointed as the qualified accountant of the Company in place of Ms. Mabel Cheung with effect from 6 November 2006.</p>

The board of directors (the "Board") of TOM Online Inc. (the "Company") hereby announces that Ms. Mabel Cheung has tendered her resignation as the qualified accountant of the Company with effect from 6 November 2006 due to her transfer back to the holding company. The Board is not aware of any matters in relation to Ms. Cheung's resignation that need to be brought to the attention of the shareholders of the Company.

The Board further announces that Ms. Nora Tsang has been appointed as the qualified accountant of the Company with effect from 6 November 2006. Ms. Tsang is the Deputy Financial Controller of the Company and a member of the Hong Kong Institute of Certified Public Accountants and a fellow member of the Association of Chartered Certified Accountants. She holds a Bachelor's degree in Accountancy from the City University of Hong Kong.

By Order of the Board
TOM ONLINE INC.
Pessy Yu
Company Secretary

Hong Kong, 6 November 2006

As at the date hereof, the directors of the Company are:

Executive Directors:

Mr. Wang Lei Lei

Mr. Jay Chang

Mr. Peter Schloss

Ms. Elaine Feng

Mr. Fan Tai

Non-executive Directors:

Mr. Frank Sixt (Chairman)

Ms. Tommei Tong (Vice Chairman)

Ms. Angela Mak

Alternate Director:

Mrs. Susan Chow

(Alternate to Mr. Frank Sixt)

Independent non-executive Directors:

Mr. Gordon Kwong

Mr. Ma Wei Hua

Dr. Lo Ka Shui

This announcement, for which the directors of the Company collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited for the purpose of giving information with regard to the Company. The directors of the Company, having made all reasonable enquiries, confirm that, to the best of their knowledge and belief:- (i) the information contained in this announcement is accurate and complete in all material respects and not misleading; (ii) there are no other matters the omission of which would make any statement in this announcement misleading; and (iii) all opinions expressed in this announcement have been arrived at after due and careful consideration and are founded on bases and assumptions that are fair and reasonable.

This announcement will remain on the GEM website at www.hkgem.com on the “Latest Company Announcements” page for at least 7 days from the date of its posting and on the website of the Company at www.tom.com.

**for identification purpose*