



TOM Online Inc.

TOM在線有限公司*

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8282)

16 January 2007

Dear Shareholder(s),

Election of Language and Means of Receipt of Corporate Communication

We are writing to seek your election in relation to the following matters regarding the corporate communication (“Corporate Communication”) of TOM Online Inc. (the “Company”) to be despatched in the future:

- (1) the language of Corporate Communication; and
- (2) to rely on copies of Corporate Communication published on the Company’s website (“Website Version”) in place of receiving printed copies thereof.

Corporate Communication includes any document to be given or issued by or on behalf of the Company for your information or action, including but not limited to, annual report, summary financial report (where applicable), half-year report, summary half-year report (where applicable), quarterly report, notice of meeting, listing document, circular and proxy form.

In order to save costs both for the benefit of the shareholders and for environmental protection reasons, we recommend you to take advantage of and choose the Website Version. Should you elect the Website Version, a notification of the publication of Corporate Communication on the Company’s website, subject to your selection, either in printed version or in accessible electronic format available on the Company’s website will be issued to you.

Please tick the appropriate box in the enclosed Reply Slip, sign and return the same with the enclosed postage-prepaid envelope to the Company’s Share Registrar, Computershare Hong Kong Investor Services Limited at 46th Floor, Hopewell Centre, 183 Queen’s Road East, Hong Kong on or before 16 February 2007 (the “Relevant Date”).

If we do not receive the completed Reply Slip on or before the Relevant Date, we will send you a printed Chinese language version of each future Corporate Communication if, according to the Register of Members, you are a natural person with a Chinese name and have an address in Hong Kong, otherwise, we will send you the printed English language version.

Both the printed English and Chinese versions of Corporate Communication will always be available from the Company or its Share Registrar on request, or on the Company’s website at <http://www.tom.com> and the GEM website at <http://www.hkgem.com>.

Even you have made your election, you are entitled at any time by reasonable notice in writing to the Company’s Share Registrar to change your election of language and means of receipt of Corporate Communication.

Should you have any queries relating to this letter, please call the enquiry hotline at (852) 2862 8555.

Yours faithfully,
For and on behalf of
TOM Online Inc.
Pessy Yu
Company Secretary

* for identification purpose