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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)

SUSPENSION OF TRADING

At the request of TOM Online Inc. (the “Company”), trading in the shares of the Company will be suspended with effect from 9:30 a.m. on Friday, 10 August 2007 pending the release of the announcement regarding the voting results of the Adjourned Court Meeting and Adjourned Extraordinary General Meeting of the Company to be held on 10 August 2007 with respect to the Scheme Document dated 30 April 2007 and the Supplement dated 10 July 2007.

By Order of the Board
TOM ONLINE INC.
Peter Schloss
Executive Director

Hong Kong, 10 August 2007

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*