



PACIFIC ONLINE LIMITED

太平洋網絡有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 543)

UNUSUAL MOVEMENTS IN THE PRICE AND TRADING VOLUME OF SHARES

This announcement is made at the request of The Stock Exchange of Hong Kong Limited (the "Stock Exchange").

We have noted the increases in the price and the trading volume of the shares of Pacific Online Limited (the "Company") as at the date of this announcement and wish to state that we are not aware of any reasons for such increases.

We also confirm that there are no negotiations or agreements relating to intended acquisitions or realizations which are discloseable under rule 13.23 of the Rules Governing the Listing of Securities on the Stock Exchange (the "Listing Rules"), neither is the board of directors of the Company (the "Board") aware of any matter discloseable under the general obligation imposed by rule 13.09 of the Listing Rules, which is or may be of a price-sensitive nature.

Made by the order of the Board of the Company, the directors of which individually and jointly accept responsibility for the accuracy of this announcement.

By Order of the Board
Wang Da-Shin, Jeff
Executive Director

Hong Kong, 19 August 2008

As at the date of this announcement, the directors of the Company are:

Executive Directors:

Mr Lam Wai Yan (*Chairman and Chief Executive Officer*)

Mr Ho Kam Wah

Mr Wang Da-Shin, Jeff

Ms Zhang Cong Min

Mr Tsung Shih Kin, Samuel

Independent Non-executive Directors:

Mr Tsui Yiu Wa, Alec

Mr Thaddeus Thomas Beczak

Mr Louie Ming