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(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 543)

RESIGNATION OF EXECUTIVE DIRECTOR

The Board announces that Mr. Tsung Shih Kin, Samuel has resigned as an executive director of the Company with effect from 18 December 2010.

The board of directors (the “**Board**”) of Pacific Online Limited (the “**Company**” and, together with its subsidiaries, the “**Group**”) announces that with effect from 18 December 2010, Mr. Tsung Shih Kin, Samuel (“**Mr. Tsung**”) has resigned as an executive director of the Company due to his intention to focus his time and efforts on his role as the Chief Technical Officer of the Company to develop internet and e-commerce capabilities of the Group.

Mr. Tsung has confirmed that he does not have any disagreement with the Board and is not aware of any matters relating to his resignation that need to be brought to the attention of the shareholders of the Company.

Taking this opportunity, the Board wishes to thank Mr. Tsung for his contribution during his tenure as an executive director of the Company.

On behalf of the Board
Pacific Online Limited
Lam Wai Yan
Chairman

Hong Kong, 20 December 2010

As at the date of this announcement, the Board comprises 4 executive directors, namely, Mr. Lam Wai Yan, Mr. Ho Kam Wah, Mr. Wang Ta-Hsing and Ms. Zhang Cong Min; and 3 independent non-executive directors, namely, Mr. Tsui Yiu Wa, Alec, Mr. Thaddeus Thomas Beczak and Mr. Louie Ming.