

FOR IMMEDIATE RELEASE

JESSICA (8137)

**Successfully Introduced Mr He Xuechu as controlling shareholder
Company to be renamed as Honbridge Holdings**

(HONG KONG, 17 October 2007) **Jessica Publications Limited** (“Jessica” / “the Company”) (Stock Code: 8137) and **Hong Bridge Capital Limited** (“Hong Bridge Capital”), the new major shareholder of the Company, announced that all conditions precedent to the Completion had been fulfilled and Completion was taken place on 16 October 2007. Hong Bridge Capital has become the new controlling shareholder of Jessica by subscription of 2,900 million new shares and convertible notes which can convert into 2,100 million of the Company.

Hong Bridge Capital is fully owned by My He Xuechu.

Hong Bridge has appointed Guotai Junan Securities (Hong Kong) Limited as the placing agent to place 345 million shares at HKD0.7, in order to maintain the public float of Jessica as 25.13%. The placing has received positive feedback and was completed on 16 October.

Further, the resignation of the original Company’s executive directors was effective on 16 October. Mr He Xuechu, Mr Liu Wei and Mr Shi Lixin were appointed as executive directors of the Company, Mr Chan Chun Wai , Mr. Ma Gang and Mr Fok Hon were appointed as independent non-executive directors and Mr Lam King Ho was appointed as the company secretary and qualified accountant of the Company.

Mr He appreciated Guotai Junan for its excellent and efficient performance in the placing. He stated, “We will seek for new investment opportunity which are mainly resources, energy or automobile parts for the listed company (8137.HK).”

The Company will be renamed as **“HONBRIDGE HOLDINGS LIMITED”** later.