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JESSICA PUBLICATIONS LIMITED

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8137)

APPOINTMENT OF INDEPENDENT FINANCIAL ADVISER

The Board announces that Hercules Capital Limited, with approval of the Independent Board Committee, has been appointed as the independent financial adviser to advise the Independent Board Committee and the Independent Shareholders in respect of the Subscription, the application for Whitewash Waiver and the Disposal.

Reference is made to the announcement jointly issued by Hong Bridge Capital Limited and the Company dated 20 August 2007 (the “Announcement”) in relation to, among other things, the Subscription, the application for Whitewash Waiver and the Disposal. Terms used in this announcement shall have the same meanings as those defined in the Announcement unless otherwise stated.

The Board announces that Hercules Capital Limited, with the approval of an independent board committee comprising all the independent non-executive Directors, namely, Mr. So Siu Ming, George, Ms. Pong Oi Lan, Scarlett and Mr. Cheng Yuk Wo (the “Independent Board Committee”), has been appointed as the independent financial adviser to advise the Independent Board Committee and the Independent Shareholders in respect of the Subscription, the application for Whitewash Waiver and the Disposal.

By order of the board of
Jessica Publications Limited
Pang Woon Chang
Company Secretary

Hong Kong, 29 August 2007

As at the date of this announcement, the Board comprises (1) Mr. Ng Hung Sang and Mr. Ng Yuk Fung, Peter as executive Directors; (2) Ms. Ng Yuk Mui as a non-executive Director; and (3) Mr. So Siu Ming, George, Ms. Pong Oi Lan, Scarlett and Mr. Cheng Yuk Wo as independent non-executive Directors.

The announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that, to the best of their knowledge and belief:– (1) the information contained in this announcement is accurate and complete in all material respects and not misleading; (2) there are no other matters the omission of which would make any statement in this announcement misleading; and (3) 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.

The Directors accepts full responsibility for the accuracy of the information contained in this announcement and confirm, having made all reasonable enquiries, that to the best of their knowledge, opinions expressed in the announcement have been arrived at after due and careful consideration and there are no other facts not contained in the information, the omission of which would make any statement in this announcement misleading.

This announcement will remain on the “Latest Company Announcements” page of the GEM website at www.hkgem.com for at least 7 days from the date of its posting.