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*This announcement is for information purposes only and does not constitute an invitation or offer to acquire, purchase or subscribe for the Shares.*

**JESSICA**  
旭萊

**HONG BRIDGE CAPITAL LIMITED**  
(incorporated in the British Virgin Islands with limited liability)

**JESSICA PUBLICATIONS LIMITED**  
(incorporated in the Cayman Islands with limited liability)  
(Stock Code: 8137)

**DELAY IN DESPATCH OF CIRCULAR  
IN RESPECT OF**

- 1) SUBSCRIPTION OF SHARES AND ZERO COUPON CONVERTIBLE NOTES;**
- 2) MAJOR AND CONNECTED TRANSACTION –**
- DISPOSAL OF ENTIRE ISSUED SHARE CAPITAL OF JESSICA BVI;**
- 3) APPLICATION FOR WHITEWASH WAIVER AND SPECIAL DEAL  
CONSENT;**
- 4) PROPOSED CHANGE OF COMPANY NAME; AND**
- 5) REFRESHMENT OF SCHEME MANDATE LIMIT OF  
THE SHARE OPTION SCHEME**

**Financial adviser to  
Hong Bridge Capital Limited**

**Joint financial advisers to  
Jessica Publications Limited**



**CIMB-GK Securities (HK) Limited**

**COMMERZBANK**   
**Commerzbank AG  
Hong Kong Branch**



**SOMERLEY LIMITED**

The Company will apply to the SFC and the Stock Exchange for an extension of time for the despatch of the Circular to no later than 14 September 2007.

Reference is made to the announcement of the Company dated 20 August 2007 (the “Announcement”) in respect of, among other things, the Subscription Agreement, the Disposal Agreement and the application for the Whitewash Waiver. Terms defined in the Announcement shall have the same meanings when used in this announcement unless the context otherwise required.

Pursuant to Rule 8.2 of the Takeovers Code and Rules 19.38 and 20.49 of the GEM Listing Rules, the Company is required to send to the Shareholders a circular (the “Circular”) to the Shareholders within 21 days after publication of the Announcement, which is on or before 10 September 2007.

As more time is required to finalise certain information on the Circular, including details in relation to the material changes in financial or trading position of the Company under Rule 10.11 of the Takeovers Code and sufficiency of working capital of the Company, despatch of the Circular will be postponed.

The Company will apply to the SFC and the Stock Exchange for a waiver from strict compliance with Rule 8.2 of the Takeovers Code and Rules 19.38 and 20.49 of the GEM Listing Rules, respectively by extending the despatch date of the Circular to no later than 14 September 2007.

By order of the board of  
**Hong Bridge Capital Limited**  
**Mr. He Xuechu**  
*Director*

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

Hong Kong, 7 September 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 (other than that in relation to the Subscriber and the parties acting in concert with it) with regard to the Group. 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 (other than that in relation to the Subscriber and the parties acting in concert with it) contained in this announcement and confirm, having made all reasonable enquiries, that to the best of their knowledge, opinions expressed in this announcement have been arrived at after due and careful consideration and there are no other facts not contained in this announcement, the omission of which would make any statement in this announcement misleading.*

*As at the date of this announcement, the sole director of the Subscriber is Mr. He. Mr. He accepts full responsibility for the accuracy of the information contained in this announcement (other than that in relation to the Group) and confirm, having made all reasonable enquiries, that to the best of his knowledge, opinions expressed in this announcement have been arrived at after due and careful consideration and there are no other facts not contained in this announcement, the omission of which would make any of statements in this announcement misleading.*

*This announcement will remain on the “Latest Company Announcements” page of the GEM website at [www.hkgem.com](http://www.hkgem.com) for at least 7 days from the date of its posting.*