

Hercules

Hercules Capital Limited

凱利融資有限公司

14 September 2007

Jessica Publications Limited
c/o 28/F., Bank of China Tower
1 Garden Road
Central, Hong Kong

Attn.: The Board of Directors

BY HAND

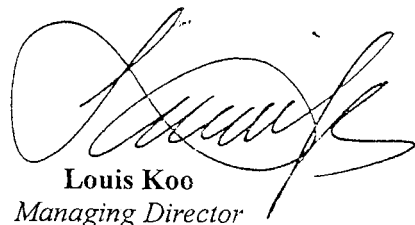
Dear Sirs,

Circular to the shareholders of Jessica Publications Limited in relation to (1) subscription of shares and zero coupon convertible notes; (2) disposal of the entire issued share capital of Jessica BVI; (3) application for Whitewash Waiver and special deal consent; (4) proposed change of company name; (5) refreshment of scheme mandate limit of the share option scheme; and (6) notice of extraordinary general meeting (the "Circular")

We refer to our letter to the Independent Board Committee and the Independent Shareholders prepared for inclusion in the Circular dated 14 September 2007. Capitalized terms used herein have the same meanings as those defined in the Circular unless the context otherwise requires.

We hereby give our consent and confirm that we have not withdrawn our consent to the issue of the Circular with the inclusion of our letter dated 14 September 2007 to the Independent Board Committee and the Independent Shareholders and the references to our name in the form and context in which they appear respectively in the Circular.

Yours faithfully,
For and on behalf of
Hercules Capital Limited


Louis Koo
Managing Director


Amilia Tsang
Director