

The Stock Exchange of Hong Kong Limited takes no responsibility for the contents of this announcement, makes no representation as to its accuracy or completeness and expressly disclaims any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.

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

JESSICA
旭業

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)

DESPATCH OF CIRCULAR IN RELATION TO
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 Board is pleased to announce that a circular of the Company containing further information regarding, among other things, (i) the Subscription Agreement; (ii) the Whitewash Waiver; (iii) the principal terms of the Convertible Notes; (iv) the Disposal Agreement; (v) the change of the name of the Company; (vi) the refreshment of the scheme mandate limit of the Share Option Scheme; (vii) the letter from the Independent Board Committee; (viii) the letter of advice from the independent financial adviser to the Independent Board Committee and the Independent Shareholders; together with (ix) the notice convening the EGM; and (x) information complying with other disclosure requirements under the GEM Listing Rules and the Takeovers Code, will be despatched to the Shareholders on 14 September 2007.

Reference is made to the announcement of the Company dated 20 August 2007 (the “Announcement”) in relation to, among other things, the Subscription Agreement, the Disposal Agreement and the application for the Whitewash Waiver. Capitalised terms used herein shall have the same meanings as those defined in the Announcement, unless otherwise specified.

DESPATCH OF CIRCULAR

The Board is pleased to announce that a circular (the “Circular”) of the Company containing further information regarding, among other things, (i) the Subscription Agreement; (ii) the Whitewash Waiver; (iii) the principal terms of the Convertible Notes; (iv) the Disposal Agreement; (v) the change of the name of the Company; (vi) the refreshment of the scheme mandate limit of the Share Option Scheme; (vii) the letter from the independent board committee (the “Independent Board Committee”); and (viii) the letter of advice from the independent financial adviser to the Independent Board Committee and the Independent Shareholders; together with (ix) the notice convening the EGM; and (x) information complying with other disclosure requirements under the GEM Listing Rules and the Takeovers Code, will be despatched to the Shareholders on 14 September 2007. The Circular is also posted on the website of the Company at www.jessicahk.com and the website of the Stock Exchange.

EGM

The EGM will be held at 10:00 a.m. on 12 October 2007, details of which are set out in the notice of the EGM in the Circular.

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

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

Hong Kong, 13 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, Jessica 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 inquiries, 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 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 inquiries, 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 for at least 7 days from the date of its posting.