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**PACIFIC ONLINE LIMITED**  
**太平洋網絡有限公司**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 543)**

**PROFIT ALERT**

The Board wishes to inform the Shareholders and potential investors that the Group is expecting to record a significant increase in profit for the six months ended 30 June 2010 as compared to that for the same period in 2009.

**Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.**

This announcement is made by Pacific Online Limited (the “**Company**” and, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(1) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that the Group is expecting to record a significant increase in profit for the six months ended 30 June 2010 as compared to that for the same period in 2009. Such increase in profit is mainly attributable to the growth in internet advertising services of the Group.

As the Company is still in the process of finalizing the consolidated interim results of the Group for the six months ended 30 June 2010, the information contained in this announcement is only a preliminary assessment by the management of the Company and is not based on any figures or information which have been reviewed by the Company’s auditor.

**Shareholders and potential investors are also advised to exercise caution when dealing in the shares of the Company.**

On behalf of the Board  
**Pacific Online Limited**  
**Lam Wai Yan**  
*Chairman*

Hong Kong, 19 July 2010

*As at the date of this announcement, the Board comprises 5 executive directors, namely, Mr. Lam Wai Yan, Mr. Ho Kam Wah, Mr. Wang Ta-Hsing, Ms. Zhang Cong Min and Mr. Tsung Shih Kin, Samuel; and 3 independent non-executive directors, namely, Mr. Tsui Yiu Wa, Alec, Mr. Thaddeus Thomas Beczak and Mr. Louie Ming.*