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(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 543)

CLARIFICATION ANNOUNCEMENT

Reference is made to the announcement of Pacific Online Limited (the “**Company**”) dated 23 August 2010 in relation to the unaudited condensed consolidated results of the Company and its subsidiaries for the six months ended 30 June 2010 (“**Announcement**”).

The board of directors of the Company (the “**Board**”) wishes to clarify the clerical errors contained in the paragraph relating to operating profit before share-based compensation expenses (non-GAAP) under the section headed “Management Discussion and Analysis” of the Announcement and that such paragraph should be deleted and replaced by the following:

“Operating Profit before Share-Based Compensation Expenses (non-GAAP)

Operating profit before share-based compensation expenses (non-GAAP) was RMB83.0 million in the first half of 2010, representing 53% increase from RMB54.3 million over the same period in 2009.”

Save as disclosed above, all other contents of the Announcement remain unaffected and unchanged.

By Order of the Board
Pacific Online Limited
Lam Wai Yan
Chairman

Hong Kong, 24 August 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.