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TOM.COM LIMITED

(Incorporated in the Cayman Islands with limited liability)

ANNOUNCEMENT

The board of directors (the “Board”) of TOM.COM LIMITED (“Tom”) hereby announces that Mr. Guy Look has tendered his resignation as an executive director, the Chief Financial Officer, the qualified accountant, the compliance officer and a member of the audit committee of Tom with effect from 1st August, 2001.

The Board further announces that Mr. Don Lee was appointed as the Chief Financial Officer, the qualified accountant and a member of the audit committee of Tom with effect from 1st August, 2001. Mr. Don Lee will also be appointed as an executive director of Tom and a separate announcement will be made on the effective date of such appointment.

In addition, Mr. Sing Wang was appointed as the compliance officer of Tom with effect from 1st August, 2001.

By Order of the Board
TOM.COM LIMITED
Angela Mak
Company Secretary

Hong Kong, 30th July, 2001

This announcement, for which the directors of Tom collectively and individually accept full responsibility, includes particulars given in compliance with The Rules Governing the Listing of Securities on The Growth Enterprise Market of The Stock Exchange of Hong Kong Limited for the purpose of giving information with regard to Tom. The directors of Tom, having made all reasonable enquiries, confirm that, to the best of their knowledge and belief: (i) the information contained in this announcement is accurate and complete in all material respects

and not misleading; (ii) there are no other matters the omission of which would make any statement in this announcement misleading; and (iii) 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.

This announcement will remain on the GEM website at www.hkgem.com on the ‘‘Latest Company Announcements’’ page for 7 days from the date of its posting and on the website of Tom at www.tom.com.