

(Incorporated in the Cayman Islands with limited liability

(Stock Code: 2383)

11 April 2011

Dear Shareholders,

TOM Group Limited (the "Company")

- Notification of Publication of (I)Circular dated 11 April 2011 in relation to the Proposed General Mandates to Issue New Shares and Repurchase Shares, Re-election of Retiring Directors and Notice of Annual General Meeting ("AGM Notice"), (2)AGM Notice and (3)Proxy Form (collectively "Current Corporate Communications")

The Company's Current Corporate Communications (in both English and Chinese versions) are available on the Company's website at www.tomgroup.com and the website of Hong Kong Exchanges and Clearing Limited ("HKEx") at www.hkexnews.hk. You may access the Current Corporate Communications by clicking "Investor Relations" on the home page of the Company's website, then selecting "Announcements/Circulars"; or by searching under "Listed Company Information" on the website of HKEx. Viewing the above document requires Adobe® Reader®.

Shareholders who have chosen (or are deemed to have consented) to read the Company's Corporate Communications (Note) published on the Company's website in place of receiving printed copies thereof and who for any reason have difficulty in receiving or gaining access to the Current Corporate Communications posted on the Company's website will upon request in writing promptly be sent the Current Corporate Communications in printed form free of charge.

If you want to request printed version of the Current Corporate Communications, please send a request in writing to the Company c/o its branch share registrar ("Hong Kong Share Registrar"), Computershare Hong Kong Investor Services Limited at 17M Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong. You may also send your request by email to tomgroup@computershare.com.hk.

Please note that you are entitled to change your choice as to the means of receipt (i.e. in printed form or by electronic means through the Company's website) and/or the language of the Company's Corporate Communications at any time by reasonable prior notice in writing to the Company c/o the Hong Kong Share Registrar or sending such a notice by email to tomgroup@computershare.com.hk.

Should you have any queries relating to this letter, please call the hotline of the Company's Share Registrar at (852) 2862 8688 during business hours from 9:00 a.m. to 6:00 p.m., Monday to Friday, excluding public holidays.

Yours faithfully, For and on behalf of TOM Group Limited Angela Mak Executive Director

Note: Corporate Communications include but not limited to (a) the directors' report, its annual accounts together with a copy of the auditor's report and, where applicable, its summary financial report; (b) the interim report and, where applicable, summary interim report; (c) a notice of meeting; (d) a listing document; (e) a circular; and (f) a proxy form.

 $*for\ identification\ purpose$