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**China.com Inc.**

**中華網科技公司**

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

(Stock Code: 8006)

**COMPANY TO SCALE DOWN MOBILE VALUE-ADDED SERVICES**

The Board announces that the Company is in the process of reducing its workforce in its mobile value added services (MVAS) business and intends to scale down its emphasis on this business.

The board of directors (the "Board") of China.com Inc. (the "Company") announces that the Company is in the process of reducing its workforce in its mobile value added services (MVAS) business and intends to scale down its emphasis on this business. The decline in the MVAS business was previously announced in the Company's Third Quarterly Report 2007 and the MVAS business revenue continues to suffer from a difficult regulatory environment in China. Given this environment and the fact that the Company's MVAS business does not have the critical mass to support large mobile operators, the Company has decided to reduce its workforce and scale down its emphasis on this business. The Company anticipates that this action will result in the write-down of total goodwill and intangible assets estimated to be approximately HK\$540 million (approximately US\$69 million) or HK\$0.1233 per share (subject to the subsequent audit of the Company). The Company intends to continue to operate its portal, which has high brand equity in China.

On Behalf of the Board  
**China.com Inc.**  
**Ch'ien Kuo Fung, Raymond**  
*Chairman*

Hong Kong, February 4, 2008.

As at the date of this announcement, the executive directors of the Company are Mr. Yip Hak Yung, Peter, Dr. Chen Xiaowei, the non-executive directors are Dr. Ch'ien Kuo Fung, Raymond, Mr. Fang Xin and the independent non-executive directors are Mr. Wong Sin Just, Mr. Wang Cheung Yue, Fred, Mr. Chia Kok Onn, Dr. Lam Lee G and Mr. Anson Wang.

*This announcement, for which the directors of the Company 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 the Company. The directors of the Company, 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 found on bases and assumptions that are fair and reasonable.*

*This announcement will remain on the GEM website at [www.hkgem.com](http://www.hkgem.com) on the "Latest Company Announcements" page for at least 7 days from the date of its posting and on the website of the Company at [www.inc.china.com](http://www.inc.china.com).*