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TOM Group Limited

TOM集團有限公司*

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2383)

**FURTHER DEFERRAL OF DESPATCH OF CIRCULAR
in relation to
MAJOR TRANSACTION
Proposed acquisition of the entire issued share capital of
Treasure Base Investments Limited**

Despatch of the Circular to the Shareholders in respect of the Major Transaction will be further deferred as additional time is required for the preparation of the accountants' report on LingXun to be contained in the Circular. It is currently expected that the Circular will be despatched to the Shareholders on or before 21 October 2004.

Reference is made to the joint announcement of TOM Group Limited ("Company") and TOM Online Inc. dated 11 August 2004 in respect of the proposed acquisition of the entire issued share capital of Treasure Base Investments Limited ("Major Transaction") and the announcement of the Company dated 31 August 2004 ("Deferral Announcement") in respect of the deferral of despatch of the Circular (collectively referred to as the "Announcements"). Unless otherwise defined herein, terms used herein shall have the same meanings as defined in the Announcements.

As detailed in the Deferral Announcement, the deadline for despatching the Circular to the Shareholders was extended to 24 September 2004.

It is required that an accountants' report on each of Treasure Base and LingXun be included in the Circular. As at the date hereof, the accountants' report on Treasure Base has been completed, but additional time is required (given the upcoming PRC public holidays) for the preparation of the accountants' report on LingXun. In view of the above, the Company has applied for a waiver giving a further extension for the despatch of the Circular to 21 October 2004. It is currently expected that the Circular will be despatched to the Shareholders on or before 21 October 2004.

By Order of the Board
TOM GROUP LIMITED
Angela Mak
Company Secretary

Hong Kong, 24 September 2004

As at the date hereof, Mr. Frank Sixt (Chairman), Ms. Debbie Chang, Mrs. Susan Chow, Mr. Edmond Ip, Mrs. Angelina Lee, Mr. Holger Kluge and Mr. Wang Lei Lei are non-executive directors of the Company; Mr. Sing Wang and Ms. Tommei Tong are executive directors of the Company; and Mr. Henry Cheong, Ms. Anna Wu and Mr. James Sha are the independent non-executive directors of the Company.

* for identification purpose