



MING PAO ENTERPRISE CORPORATION LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code: 685)

ELECTION OF LANGUAGE AND MEANS OF RECEIPT OF CORPORATE COMMUNICATIONS

In accordance with Rules 2.07A and 2.07B of the Listing Rules, the Company is making adequate arrangements to ascertain the Shareholders' wishes of receiving future Corporate Communications of the Company: (i) in printed form, in either English only, in Chinese only, or in both English and Chinese; or (ii) by electronic means through the Company's website.

INTRODUCTION

The Company is permitted, under the relevant legislation, rules and its bye-laws of the Company, to send or otherwise make available Corporate Communications to its Shareholders either: (i) in printed form, in either English only, in Chinese only, or in both English and Chinese; or (ii) by electronic means through the Company's website, provided that the Company has made adequate arrangements to ascertain the wishes of its Shareholders.

PROPOSED ARRANGEMENTS

In accordance with Rules 2.07A and 2.07B of the Listing Rules, the following arrangements will be made by the Company:

1. The Company is sending a letter to its Shareholders on 31 October 2007 (the "First Letter") together with a pre-paid reply form (the "Reply Form") in both English and Chinese to enable them to select to receive future Corporate Communications: (i) in printed form, in English only, in Chinese only, or in both English and Chinese; or (ii) by electronic means through the Company's website. The First Letter will explain that if no reply is received from the Shareholders by 22 November 2007, the arrangements described below will apply in respect of each future Corporate Communication:
 - the printed Chinese language version will be sent to all Hong Kong Shareholders who are natural persons with a Chinese name; and
 - the printed English language version will be sent to all overseas Shareholders and all Hong Kong Shareholders other than natural persons with a Chinese name.

Whether a Shareholder is a Hong Kong or an overseas Shareholder will be determined by the address of that Shareholder appearing on the Company's register of members.

Whether a Shareholder has a Chinese name will be determined by the Company by reference to his name as appearing in the Company's register of members.

2. The Company will send the selected language version(s) of the Corporate Communications to the Shareholders who have made a selection unless and until they notify the Company in writing that they wish to receive Corporate Communications in the other (or both) language(s).

3. When each printed Corporate Communication is sent out in accordance with the arrangements described in paragraph 1 above, a letter, together with a pre-paid request form (the “Second Letter”), in both English and Chinese, will be attached to or printed at some prominent place in the sent out version of the Corporate Communication, stating that the Corporate Communication prepared in the other language will be available upon request. Shareholders are entitled at any time by reasonable notice in writing to the Hong Kong Branch Registrar to change their choice of language and means of receipt of Corporate Communications.
4. With respect to Shareholders who choose to receive Corporate Communications by electronic means, the Company will notify such Shareholders by email, according to the email addresses given in the Reply Form, as and when the Corporate Communication is published on the Company’s website. If no email address is given, the Company will not expressly notify such Shareholders as and when each Corporate Communication is published but these Shareholders can access the Corporate Communications through the Company’s website. The Company will set out in each such Corporate Communication the steps for notifying the Company of any change of their choice to receive Corporate Communications either in printed form or using electronic means. If for any reason, any of these Shareholders has difficulty in receiving or gaining access to the Corporate Communications, or wishes to receive a printed version, he will promptly upon request to the Hong Kong Branch Registrar be sent a printed version free of charge.
5. Corporate Communications in both English and Chinese, and in accessible format, will be available on the Company’s website and a copy in electronic format in both languages will be filed with the Stock Exchange on the same day as such Corporate Communication is sent to the Shareholders.
6. The Company is providing a dial-up hotline service (Tel: (852) 2980 1333) during business hours to enable Shareholders to make enquiry of the Company’s proposed arrangements set out above.
7. The First and the Second Letters will mention that Corporate Communications will be available in both languages on the Company’s website and that the dial-up hotline has been provided as mentioned in paragraphs 5 and 6 above respectively.

DEFINITIONS

In this announcement, the following expressions have the meanings set out below unless the context requires otherwise:

“Company”	means Ming Pao Enterprise Corporation Limited, a limited liability company incorporated in Bermuda, whose shares are listed on the main board of the Stock Exchange;
“Corporate Communication”	means any document issued or to be issued by the Company for the information or action of Shareholders as defined in Rule 1.01 of the Listing Rules;
“Hong Kong Branch Registrar”	means Tricor Tengis Limited of 26th Floor, Tesbury Centre, 28 Queen’s Road East, Wanchai, Hong Kong;

“Listing Rules”	means the Rules Governing the Listing of Securities on the main board of the Stock Exchange as modified from time to time;
“Shareholders”	means registered holders of shares of the Company; and
“Stock Exchange”	means The Stock Exchange of Hong Kong Limited.

By Order of the Board
Ming Pao Enterprise Corporation Limited
TIONG Kiew Chiong
Director

Hong Kong, 31 October 2007

As at the date of this announcement, Tan Sri Datuk TIONG Hiew King, Mr. TIONG Kiu King, Dr. TIONG Ik King and Mr. TIONG Kiew Chiong are executive directors of the Company. Mr. TANG Ying Yu, Mr. David YU Hon To and Mr. Victor YANG are independent non-executive directors of the Company.