



MING PAO ENTERPRISE CORPORATION LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code: 685)

REPLY FORM

To: Ming Pao Enterprise Corporation Limited (the "Company")
c/o Tricor Tengis Limited
26th Floor, Tesbury Centre,
28 Queen's Road East,
Wanchai, Hong Kong

I/We would like to receive the Corporate Communications of the Company in the manner as indicated below (*Notes 1 & 2*):

(Please tick ONLY ONE of the following boxes)

Printed Version Options

- (a) in **English language** version only;
- (b) in **Chinese language** version only;
- (c) in **BOTH** English and Chinese language versions;

Website Version Option (*Note 3*)

- (d) to rely on the Corporate Communications posted on the Company's website in lieu of the printed copies and to receive **email notification** to my/our email address(es) at _____ (*Note 4*) of the publication of the Corporate Communications on the Company's website.

Shareholder's full name: _____ Contact telephone number: _____

Registered address: _____

Signature: _____ Date: _____

Notes:

- (1) If the Company does not receive this Reply Form duly completed and signed on or before 22 November 2007, the Company will send the Corporate Communications in the manner specified in its letter dated 31 October 2007 until and unless you inform us by reasonable notice in writing.
- (2) You are entitled to change your above selected choice at any time by reasonable notice in writing to the Company's Hong Kong Branch Registrar, Tricor Tengis Limited of 26th Floor, Tesbury Centre, 28 Queen's Road East, Wanchai, Hong Kong.
- (3) If you choose the Website Version Option, and for any reason have difficulty in receiving or gaining access to the Corporate Communications, you will promptly upon request be sent the Corporate Communications in printed form free of charge.
- (4) If you do not provide your email address, you will NOT be notified as and when Corporate Communications are published.
- (5) All future Corporate Communications in both the English and Chinese languages will be available on the Company's website at <http://www.mingpao.com> and the Stock Exchange's website at <http://www.hkex.com.hk>.
- (6) Should you have any queries relating to this form, please call the enquiry hotline at (852) 2980 1333.