



MING PAO ENTERPRISE CORPORATION LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code: 685)

31 October 2007

Dear Shareholders,

ELECTION OF LANGUAGE AND MEANS OF RECEIPT OF CORPORATE COMMUNICATIONS

The Company offers its shareholders the choice to receive Corporate Communications 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 to the extent permitted under the applicable laws and the Company's constitutional documents.

"Corporate Communication" includes any document to be issued by the Company for your information or action, including but not limited to, annual report, interim report, notice of meeting, circular and proxy form.

Even you have made your election, you are entitled at any time by reasonable notice in writing to the Company's Hong Kong Branch Registrar to change your election of language and/or means of receipt of Corporate Communications.

Both the printed English and Chinese versions of Corporate Communications will be available from the Company or its Hong Kong Branch Registrar on request, or on the Company's website at <http://www.mingpao.com> and the Stock Exchange's website at <http://www.hkex.com.hk>.

ACTION TO BE TAKEN

Please tick the appropriate box in the Reply Form, sign and return the same with the enclosed pre-paid envelope to the Company's Hong Kong Branch Registrar, Tricor Tengis Limited on or before 22 November 2007 (the "Relevant Date").

If we do not receive the completed Reply Form on or before the Relevant Date and until you inform us by reasonable notice in writing, we will send you a printed Chinese language version of each future Corporate Communication if, according to the Register of Members, you are a natural person with a Chinese name and have an address in Hong Kong; otherwise, we will send you the printed English language version.

Should you have any queries relating to this letter, please call the enquiry hotline at (852) 2980 1333.

Yours faithfully,

For and on behalf of

Ming Pao Enterprise Corporation Limited

LAW Yuk Kuen

Company Secretary