



MING PAO ENTERPRISE CORPORATION LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code: 685)

28th December 2007

Dear Shareholders,

INTERIM REPORT 2007

We are pleased to enclose our Interim Report 2007 for the six months ended 30th September 2007 (the “Interim Report”). Please note that the English and Chinese versions of the Interim Report are available on the Company’s website at <http://www.mingpao.com> (“Company’s website”) and the website of Hong Kong Exchanges and Clearing Limited at <http://www.hkex.com.hk> (“HKEx’s website”).

In our letter dated 31st October 2007, the Company invited Shareholders to elect the language and means of receipt of Corporate Communications^(Note). If you have made an election, you will receive all future Corporate Communications in the language and via the means you have elected. If you have not made an election, only a printed Chinese version of future Corporate Communications will be sent to you if you are a natural person with a Chinese name and have an address in Hong Kong appearing on the register of members of the Company. In all other cases, we will only send you a printed English version of future Corporate Communications.

Those Shareholders who (i) have received the Interim Report in either English or Chinese language only and would like to receive a printed copy in the other language; or (ii) have chosen to access the Interim Report posted on the Company’s website using electronic means in lieu of receiving printed copies and would like to receive a printed copy; or (iii) wish to make an election or change their current choice of language and means of receipt of all future Corporate Communications, please complete the enclosed Reply Form and return to the Company’s Hong Kong Branch Registrar, Tricor Tengis Limited (prepaid envelope is provided for Shareholders receiving Corporate Communications in printed copy). The Reply Form may also be downloaded from the Company’s website and HKEx’s website.

Shareholders are entitled at any time by reasonable notice in writing to the Company’s Hong Kong Branch Registrar to change their choice of language and means of receipt of Corporate Communications.

Please note that both the English and Chinese language versions of the Corporate Communications are available on the Company’s website and HKEx’s website.

If you have any queries about how to obtain copies of the Corporate Communications or how to access those documents on the Company’s website, 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

Note: Corporate Communications include any documents issued or 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.