



東方明珠創業有限公司*
Pearl Oriental Innovation Limited
(Incorporated in Bermuda with limited liability)
(Stock code: 0632)

30 September 2009

Dear Shareholder,

Election of Means of Receipt and Language of Corporate Communications

For the purposes of environmental protection and savings in printing and mailing costs, Pearl Oriental Innovation Limited, pursuant to the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited, is writing to seek your election of means of receipt and language of Corporate Communications (*see note below*) to be despatched to Shareholders in the future.

You may choose to receive Pearl Oriental Innovation Limited future Corporate Communications: (i) by electronic means through Pearl Oriental Innovation Limited website at www.peraloriental.com; or (ii) in printed form, in either the English version only, the Chinese version only, or both the English and Chinese versions.

Please tick the appropriate box in the attached Reply Form, sign and return it to the Hong Kong Brand share registrar of Pearl Oriental Innovation Limited, Tricor Tengis Limited (the “**Share Registrar**”) of 26th Floor, Tesbury Centre, 28 Queen’s Road East, Wan Chai, Hong Kong, on or before 28 October 2009 (the “**Relevant Date**”).

If we do not receive the signed and properly completed Reply Form by the Relevant Date and until you inform the Share by reasonable prior notice, you will be deemed to have consented to receiving future Corporate Communications by electronic means through Pearl Oriental Innovation Limited website in lieu of the printed form. A notification of the publication of Corporate Communications on Pearl Oriental Innovation Limited website will be sent to you by post.

If you intend to choose to access Corporate Communications using electronic means through Pearl Oriental Innovation Limited website, please provide us with your email address and we will send you email notifications of the publication of relevant Corporate Communications on Pearl Oriental Innovation Limited website on the same day that each Corporate Communication is sent to the Shareholders. If no email address is provided, we will send notifications of the publication of Corporate Communications on Pearl Oriental Innovation Limited website to such Shareholders by post.

You are entitled at any time by reasonable notice in writing, either by post or by email to pearloriental-ecom@hk.tricorglobal.com to the Share Registrar to change your choice of means of receipt and/or language of future Corporate Communications. If you have chosen electronic means and, for any reason, have any difficulty in receiving or gaining access to the relevant documents, we will promptly upon request send the printed form of the same to you free of charge.

Both the printed English and Chinese versions of Corporate Communications will be available from Pearl Oriental Innovation Limited or the Share Registrar on request, and both versions will also be available in an accessible format on Pearl Oriental Innovation Limited website at www.peraloriental.com and the HKExnews at www.hkexnews.hk.

Should you have any queries relating to this letter, please call the Share Registrar’s enquiry hotline at (852) 2980 1332 during business hours from 9:00 a.m. to 6:00p.m. from Monday to Friday excluding Public Holidays.

Yours faithfully,

By Order of the Board
Pearl Oriental Innovation Limited
Cheung Kwok Yu
Executive Director and Company Secretary

Encl.

Note: Corporate Communication(s) refer(s) to any document(s) issued or to be issued by Pearl Oriental Innovation Limited for the information or action of Shareholders, including but not limited to annual report, interim report, notice of meeting, listing document, circular and proxy form.