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e-Kong Group Limited

(Incorporated in Bermuda with limited liability)

www.e-kong.com

(Stock Code: 524)

CLARIFICATION ANNOUNCEMENT

The Board wishes to make a clarification in response to certain newspaper articles on 10 December 2010 regarding the formation of ANZ Communications, LLC.

Reference is made to (a) certain newspaper articles on 10 December 2010 (the “Articles”) containing statements attributed to Mr. Lim Shyang Guey (“Mr. Lim”), an executive director of the Company, made during a media briefing after the closure of the EGM that (i) ANZ could save the operating costs of HK\$45 million per year (“Cost Savings Estimate”) and (ii) ANZ could achieve an annual EBITDA of HK\$140 million in the coming 12 to 18 months, and (b) the circular (the “Circular”) of e-Kong Group Limited (the “Company”) dated 17 November 2010. Unless the context otherwise requires, capitalised terms used herein shall have the same meanings as defined in the Circular.

The Board would like to clarify as follows:

1. The Cost Savings Estimate constitutes only a rough financial target that the management team of ANZ plans to achieve, as clarified by the Company during the said media briefing.
2. Mr. Lim said that ANZ is anticipated to achieve annualised EBITDA of HK\$140 million in coming 12 to 18 months (“EBITDA Estimate”). That annualised EBITDA amount is, by definition, a derivation of an estimate EBITDA of ANZ in a month, which month is expected to be within the period of 12 to 18 months, that, when multiplied by 12, would be about HK\$140 million, and should not be construed as an annual EBITDA amount, as incorrectly stated in the Articles.

The Board considers that the Cost Savings Estimate and the EBITDA Estimate are not of a price sensitive nature as they were only to illustrate the possible synergistic effects from combining the existing operations of ZONE Telecom and ANPI to form ANZ which may or may not be fully realised or at all, and should not be considered as a profit estimate of ANZ.

Other than the above, the Board is not aware of any other information relevant to the Articles which should be brought to the attention of the Shareholders.

By Order of the Board
Lau Wai Ming Raymond
Company Secretary

Hong Kong, 10 December 2010

As at the date of this announcement, the Board of the Company comprises Executive Directors, Richard John Siemens and Lim Shyang Guey; Non-executive Directors, William Bruce Hicks and Ye Fengping; and Independent Non-executive Directors, Shane Frederick Weir, John William Crawford J.P. and Gerald Clive Dobby.