



## **PRESS RELEASE**

### **Paradise Entertainment Limited to Provide Sales, Marketing, Promotion, Player Development and Referral Services to Waldo Casino, Macau**

(Hong Kong, 26 February 2014) Paradise Entertainment Limited (SEHK: 1180) ("Paradise", together with its subsidiaries, the "Group") is pleased to announce that LT (Macau) Limited ("LT (Macau)"), a subsidiary of Paradise, will now provide a vast array of services, such as sales, marketing, promotion, player development and referral, to Waldo Casino in Macau. It is anticipated that this arrangement will further expand the Group's business and market share in Macau.

LT (Macau) first demonstrated its strength in the provision of casino services (such as promotion) to Macau's gaming industry by starting to provide sales, marketing, promotion, player development and referral and other services to Casino Kam Pek Paradise in 2007, and will now serve Waldo Casino. Leveraging on its wealth of experience and effective business model, LT (Macau) will now provide a vast array of services, such as sales, marketing, promotion, player development and referral, to Waldo Casino, which boasts 30 gaming tables, including Live Multigame Machines, and 200 slot machines. LT (Macau) is entitled to approximately 56% of the net win of the tables, Live Multigame Machines and slot machines of Waldo Casino, and such income will undoubtedly boost the Group's revenue.

In recent years, the mass-market has emerged as the engine of gaming revenue growth in Macau, and the mass-market gaming experience offered by Waldo Casino fittingly follows this trend in Macau's gaming market and caters to the rising demand from gamers at home and abroad. The Group firmly believes that this mass-market oriented casino, together with its entertainment and ancillary facilities, will not only capture the business opportunities in Macau's mass-market segment, but also enhance the Group's profile and patron base, by providing domestic and foreign gamers with diverse and novel gaming experience.

"We are extremely excited about the opportunity to participate in the business of Waldo Casino. We can hardly wait to provide our patrons with our diverse quality services and state-of-the-art technology in order to offer them an unrivaled, exciting gaming experience and a memorable time. We are confident that by extending our hearty hospitality to the visitors, Waldo Casino will be the revenue driver of our casino management business," said Jay Chun, Chairman and Managing Director of Paradise Entertainment Limited.

Waldo Casino is conveniently located at the entertainment hub of Downtown Macau, just 4 minutes' drive from the Macau Ferry Terminal and 15 minutes' drive from the



Macau International Airport. It offers free hotel shuttle bus services between the casino and the Macau Ferry Terminal.

### **About Waldo:**

Waldo Hotel Macao is Macau's first boutique hotel, accommodating 162 guest rooms and a casino which boasts 5 floors, 30 traditional gaming tables and 200 slot machines. The hotel also offers 2 restaurants which feature both Western and Chinese cuisines.



### **About Paradise Entertainment Limited (SEHK: 1180)**

Paradise Entertainment Limited (SEHK: 1180) is listed on the main board of the Hong Kong Stock Exchange. The Group is principally engaged in the development, supply and sales of electronic gaming systems and the provision of casino management services.

For more information about Paradise Entertainment Limited, please visit our website:  
<http://www.hk1180.com>