

To: Business Editor (For Immediate Release)



## **Paradise Entertainment Limited Entered into Collaboration Agreement with Brilliant \*\*\***

### **Introducing the Live Table Gaming Machine into Grandview Casino**

(Hong Kong, 21 July 2011) – Paradise Entertainment Limited (“Paradise,” or the “Group”) (SEHK:1180) announced that LT Game Limited (“LT Game”), a subsidiary of the Group, has entered into a three-year collaboration agreement (the “Agreement”) with Brilliant Red Limited (“Brilliant”), installing 120 units of Live Table Gaming Machine at the Grandview Casino. By the time this Agreement expires, the agreement will be automatically renewed under the same terms and conditions if both parties are in agreement. The above mentioned 120 units of Live Table Gaming Machine will be officially launched on 1 October this year. Following the Group’s success to launch the Live Table Gaming Machine at Greek Mythology Casino, the Group has further expanded its market share in the gaming business of Macau.

In pursuant to the Agreement, Brilliant will be responsible for providing mass market facilities of gaming, and the cost of government gaming revenue tax and other fees payable to the Sociedade de Jogos de Macau S.A. (“SJM”) while Paradise will provide 120 units of Live Table Gaming Machine, and be responsible for their maintenance and technical support costs. Both parties will be responsible for costs for marketing promotions and staff salaries etc. evenly. The Group will receive 50% of the net win from the 120 units of Live Table Gaming Machine after tax, other fees payable to the SJM, and other related expense while Brilliant will receive the remaining 50%.

Mr. Jay Chun, Chairman of Paradise said, “The Group is pleased to enter into the Agreement with Brilliant. The recent regulation of the Macau SAR Government has set to limit the number of the gaming tables, and under the intensified competition in the gaming industry, the launch of Live Table Gaming Machine in Grandview Casino can definitely increase the number of participants as well as providing diversified gaming options for players. It’s definitely a win-win for both sides!”

Mr. Chun added, “According to statistics of the Gaming Inspection and Coordination Bureau of Macau (DICJ), the gaming revenue reached MOP20.792 billion in June this year, representing a growth of approximately 52% compared to last year, and reaching the highest ever one-month total this year. As China continues to open its Individual Travel Scheme, and Macau as the only city in China that has legalized gaming, the number of tourists visiting Macau will continue to rise which we see an increasing demand for gaming facilities. Looking forward, the Group is confident that the Live Table Gaming Machines will generate optimal profit for the Group!”

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

Paradise Entertainment Limited (SEHK: 1180) is listed on the main board of Hong Kong Stock Exchange. Its subsidiary LT Game Limited launched Live Table Gaming Machines and the Paradise Jackpot, and was welcomed by casino players. The system is mainly available at Casino Kam Pek Paradise. The Group targets to expand the Live Table Gaming Machines system to Macau and worldwide.

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Issued by **PR ASIA Consultants Limited** on behalf of **Paradise Entertainment Limited**.

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