



PARADISE ENTERTAINMENT LIMITED

滙彩控股有限公司

[For immediate release]

Paradise Entertainment and SJM Join Forces to Expand Paradise Entertainment Casino

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Boosts Penetration of Macau Gaming Market

(Hong Kong, 4 August 2008) — Innovative casino games developer and supplier as well as casino management company **Paradise Entertainment Limited** (“Paradise” or the “Group”) (HKEx stock code:1180) announced that its subsidiary, LT Macau Limited (“LT Macau”), has signed a casino management agreement with Sociedade De Jogos De Macau, S.A (“SJM”) to operate the casino venue at San Kin Yip Commercial Center, which will quickly boost the Group’s penetration of the Macau gaming market.

In December last year, the Group and SJM together opened “Paradise Entertainment Casino” on the third floor of San Kin Yip Commercial Center. With the business model proving to be tremendously successful, the casino has been expanded to occupy five floors in San Kin Yip Commercial Center and cooperation tightened between the Group and SJM.

Located at Macau’s entertainment hub, adjacent to the Lisboa Hotel & Casino and opposite to the Wynn Macau Resort, Paradise Casino, currently in the final stage of renovation, has a gaming floor area of 172,820 sq. ft.. It will feature up to 80 traditional baccarat tables, 730 electronic table terminals and slot machines, including Paradise Jackpot Progressive Baccarat, the world’s first progressive jackpot baccarat table game. It is scheduled to open on 7 August 2008 (Thursday).

According to the agreement, LT Macau will be entitled to 55% of the net win generated from the table games and 40% of the net win generated from the slot machines, while SJM will be responsible for paying the special gaming tax amounting to 40% of the total net win of the casino. LT Macau will pay or reimburse rental expenses, labour costs and other operating expenses paid or incurred by SJM.

After Paradise Casino is open, the Group will have profit sharing machines and table systems – including LIVE Baccarat, Paradise Box and Paradise Jackpot Progressive Baccarat – totaling more than 1,000 electronic game terminals and 170 tables respectively, in numerous casinos in Macau.

Mr. Jay Chun, Chairman & Managing Director of Paradise Entertainment Limited, said, “We are excited to be working closer with SJM to present to customers the world’s largest e-casino. The

new state-of-the-art Paradise Casino will feature all time favorite games as well as latest gaming attractions that promise players excitement and entertainment like never before all year round non-stop. More importantly, this new development will strongly enhance the Group's revenue stream and give it a stronger platform to boost market penetration of the Macau gaming market."

About Paradise Entertainment Limited (HKEx stock code: 1180)

Paradise Entertainment Limited is a casino games innovator and supplier as well as casino management company. It develops and supplies novel casino gaming systems to casino operators and offers casino management services. Other than Paradise Jackpot Progressive Baccarat Table Game Systems, its live baccarat system can be found in multiple casinos in Macau. The Company targets to build the first cross-casinos mega progressive jackpot based on live baccarat games in Macau.

For more information, please visit the Group's website: www.hk1180.com.

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