



## **PRESS RELEASE**

### **Paradise Entertainment Limited to Provide Sales, Marketing, Promotion, Player Development and Referral, Event Co-ordination and other Services to Macau Jockey Club Casino**

(Hong Kong, 30 April 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 sales, marketing, promotion, player development and referral, event co-ordination and other services, to Macau Jockey Club Casino ("MJC Casino") in Macau. It is anticipated that this arrangement will further expand the Group's business and market share in Macau.

LT (Macau) has been demonstrating its strength in the provision of casino services to the Macau's gaming industry by providing the services to Casino Kam Pek Paradise, Waldo Casino and Live Multi-Game Terminals Zone ("LMG Terminals Zone") of Lisboa Casino. By leveraging on its wealth of experience and effective business model, LT (Macau) will now provide casino services, such as sales, marketing, promotion, player development and referral, event co-ordination and other services to MJC Casino, in which its business is resuming today, covering 180 Live Multi-game Machines and 4 chipless e-baccarat tables and slot machines. LT (Macau) is entitled to approximately 55% and 40% of the net win of the Live Multi-game Machines and electronic tables and slot machines respectively, and such income will undoubtedly contribute to the Group's revenue.

In recent years, the mass-market has emerged as the engine of gaming revenue growth in Macau, and the state-of-the-art electronic gaming facilities and services offered by MJC Casino fittingly follows this trend in Macau's mass 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 MJC Casino. MJC Casino is the world's first chipless casino. The brand new technology provided by our company is able to reduce the number of casino working staff and reduce its operating costs. The advantage of chipless e-baccarat tables is to allow customers to enjoy the fun of reading cards like



the traditional tables. The digital chips speed up the turnover of the game, relieve the need of mental calculation on dealers. It greatly reduces the career entry barrier of dealers and enables the Macau people who have difficulties in mental calculation but wish to enter the dealer industry much easier to enter such a high income industry. It provides a new solution to solve the problem of dealers shortage in Macau for the coming years. We can hardly wait to provide our customers with our diverse quality services, and through our premier services and state-of-the-art technology, we offer them an unrivaled and exciting gaming experience to enjoy every moment at the casino. We are confident that MJC Casino will be the revenue driver of our casino business," said Jay Chun, Chairman and Managing Director of Paradise Entertainment Limited.

MJC Casino is conveniently located at the ground floor of grandstand of the racecourse in Taipa Macau, just 15 minutes' drive from the Macau Ferry Terminal and 10 minutes' drive from the Macau International Airport. It offers free hotel shuttle bus services between the casino and the Macau Ferry Terminal.

### **About MJC Casino:**

MJC Casino is located in Taipa, Macau with beautiful environment and modern facilities. It comprises a racing complex and a grandstand with abundant comfortable seating, betting facilities, Chinese and Western cuisine and fast food services.

### **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 casino services and the development, supply and sales of electronic gaming systems..

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