



**For Immediate Release**

**A-MAX REPORTS APRIL ROLLING CHIP VOLUME OF HK\$41 BILLION**

**- April Represents Fourth Consecutive Month of  
Rolling Chip Volume In Excess of HK\$40 Billion -**

(Hong Kong, May 3, 2008) – A-Max Holdings Limited (HK:0959) (“A-Max” or “the Company”) announced today that rolling chip volume (as defined below) generated by AMA International Limited (“AMA”), in which the Company has an indirect 80% interest, amounted to HK\$41 billion (unaudited) in April 2008. April represents the fourth consecutive month that it has exceeded HK\$40 billion (unaudited) rolling chip volume.

Ted Chan, Chief Executive Officer of A-Max, commented, “The consistency with which we are achieving monthly rolling chip volume above HK\$40 billion highlights our continued success in executing on our junket aggregation business model.

“VIP play remains the fastest growing segment of the robust Macau gaming market and our ability to effectively target VIP players and deliver significant and sustainable rolling chip volume to our operating partner further indicates that our business plan will deliver near- and long-term value to shareholders. Our rolling chip volume in the first four months of 2008 is impressive considering the level of competition in the Macau VIP market as other casino operators continue to revise commission terms payable to junket operators as a means to attract and/or retain customers.”

Late in 2007 A-Max entered the gaming promotion business in Macau through AMA, whose business model differs from that of other junket operators in Macau. Instead of working directly with junkets and/or gaming customers, AMA aggregates the business of junket operators to whom commissions of 0.9% to 1.21% of rolling chip volume are payable.

Mr. Chan concluded, “Last month Edmund Ho, Chief Executive of the Macau Special Administrative Region, proposed increasing the government’s regulatory authority over junket operators. A-Max supports the government’s efforts in this regard as we believe that potential new regulations enhancing the oversight of VIP commissions will benefit A-Max, our collaborators, the Macau gaming industry and all licensed gaming entities in the market.”

**Definition of Rolling Chip Volume**

VIP Rolling Chip Turnover is used by casinos to measure the volume of VIP business transacted and represents the aggregate amount of bets players make. Bets are wagered with “non-negotiable chips” and winning bets are paid out by casinos in so-called “cash” chips. “Non-negotiable chips” are specifically designed for VIP players to allow casinos to calculate the

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commission payable to junket operators. Junket commissions are paid based on the total amount of “non-negotiable chips” purchased by each player. Junkets therefore require the players to “roll,” from time to time, their “cash chips” into “non-negotiable” chips for further betting so that they may receive their commissions (hence the term “Rolling Chip Turnover”).

Through the junket operators, “non-negotiable chips” can be converted back into cash at any time. Betting using rolling chips, as opposed to using cash chips, is also used by the DICJ (Macau Gaming Control Board) to distinguish between VIP table revenue and mass market table revenue.

**About A-Max Holdings Limited**

Listed on the Main Board of the Hong Kong Stock Exchange with a market capitalisation of approximately HK\$2 billion, A-Max Holdings Limited (“A-Max”) is principally engaged in gaming and entertainment business in Macau. A-Max conducts its casino operation in Macau via its 49.9%-owned Greek Methodology Macau Entertainment Group Corporation Limited and late in 2007 entered into gaming promotion business in Macau via AMA International Limited (“AMA”) in which it has an indirect 80% interest. The gaming promotion operation is expected to emerge as the Company’s primary source of earnings.

**About AMA International Limited (“AMA”)**

AMA is a gaming intermediary aggregating the junket business of junket operators (the “collaborators”) and refers such business to casinos. AMA receives commissions from these casinos based on VIP rolling chip turnover. It in turn pays a commission rate ranging between 0.90% and 1.21% to its collaborators.

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