



[For Immediate Release]

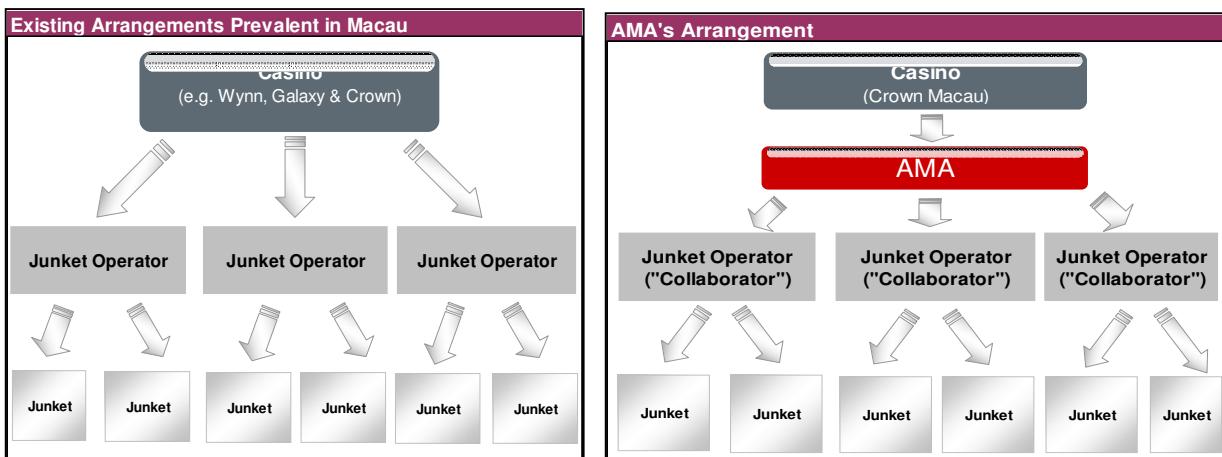
VIP Rolling Chip Turnover increased from HK\$16 billion in the second half of December 2007 to HK\$40 billion in January 2008

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(Hong Kong, February 3, 2008) --- **A-Max Holdings Limited (“A-Max”, 959 HK or the “Company”)** is pleased to announce that the junket aggregation business it has recently entered into has delivered a very satisfactory performance in its initial phase of operation. According to unaudited management accounts, VIP rolling chip volume (see Note 1) generated by AMA International Limited (“AMA”), in which the Company has an indirect interest of 80%, increased significantly from HK\$16 billion in the second half of December 2007 to HK\$40 billion in January 2008.

As announced in the Company’s Circular dated 5 November 2007, pursuant to the Gaming Promotion Agreement with the NASDAQ listed Melco PBL Entertainment (Macau) Limited (“MPEL”, Ticker: MPEL), AMA’s junket operators (also referred to as “collaborators”) would introduce VIP players to Crown Macau Casino. Depending on the VIP rolling chip volume generated, AMA receives a commission rate ranging from 1.20% to 1.35% on VIP rolling chip volume, out of which commissions ranging from 0.9% to 1.21% are payable to the junket operators (or “collaborators”).

The business model of AMA is different to those of other junket operators in Macau. Instead of dealing directly with junkets and/or gaming customers, AMA aggregates the business of altogether eight of the largest junket operators and deals directly with Crown Macau Casino. The following diagrams depict the differences between the business model of AMA and those of other junket operators.

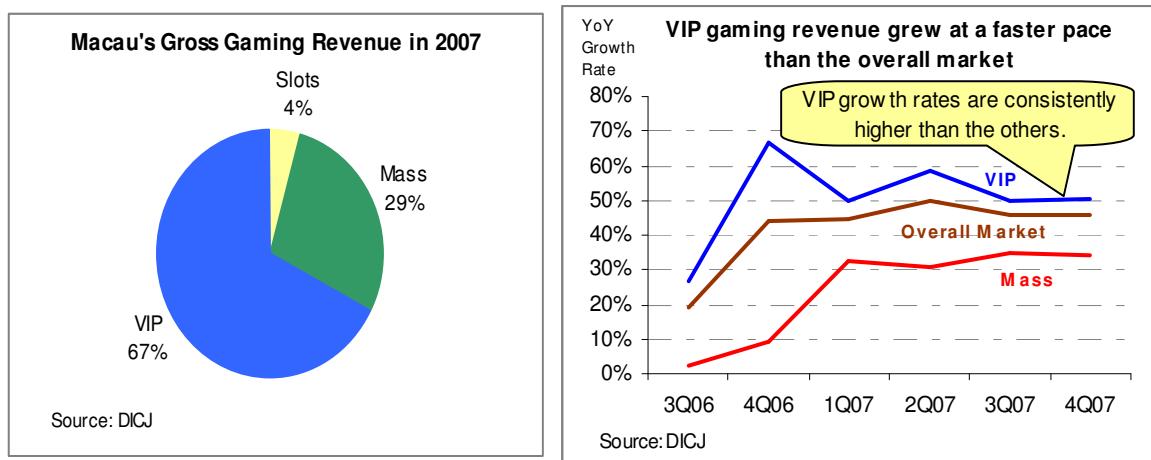




Mr Ted Chan, Chief Executive Officer of A-Max, said, "Macau's overall gross gaming revenues rose by an impressive 47% on a year-on-year basis in 2007. That said, the growth rate of VIP gaming was even more spectacular – a staggering 52%! VIP gaming now accounts for approximately two-thirds of the Macau gaming market and is undoubtedly the main growth driver of the overall market."

What has turned out to be even more favorable to our business is the deregulation of the Macau gaming industry which has resulted in **six** gaming concessionaries competing against each other along with a much larger supply of high quality gaming infrastructure and facilities. This has created a new paradigm whereby intermediaries such as junket operators or junkets enjoy much more bargaining power than ever before, particularly in the VIP segment whereby the junket intermediation service is practically indispensable. Over the last year, this has resulted in a massive shift of the economic split favouring the gaming intermediaries."

"With its spectacular business volume demonstrated during the first one and a half month's operation, AMA is already the largest junket intermediary company in Macau. With the immediate success that we have seen in the initial phase of operation since debut, I am very confident that we will be able to deliver substantial value to our shareholders." added **Mr Ted Chan**.



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Note 1

VIP Rolling Chip Turnover is used by casinos to measure the volume of VIP business transacted. It 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 in order to allow casinos to calculate the 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 in order that they can get their commissions. Hence the term "Rolling Chip Turnover". Through the junket operators,



"non-negotiable chips" can be converted back into cash at any time when the player wants to stop gambling. 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 (Stock Code: 959 HK)

Listed on the Main Board of the Hong Kong Stock Exchange with a market capitalisation of approximately HK\$2,473 million, 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 has recently entered into gaming promotion business in Macau via AMA International Limited ("AMA") in which it has an 80% interest. The gaming promotion business is expected to be the dominant source of earnings for the company in due course.

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.

About Melco PBL Entertainment (Macau) Limited (Stock Code: MPEL)

Listed on NASDAQ with a market capitalisation of approximately US\$5.5 billion, Melco PBL Entertainment (Macau) Limited ("MPEL") is a developer, owner and through its subsidiary, Melco PBL Gaming (Macau) Limited, an operator of casino gaming and entertainment casino resort facilities. MPBL Gaming is one of the six companies granted concessions or sub-concessions to operate casinos in Macau. Its first property, Crown Macau opened on May 12, 2007. Other development projects include City of Dreams, an integrated casino resort located in Cotai. MPEL is owned as to 37.9% by Melco International Development Limited. For more information, please visit www.melco-pbl.com

About Melco International Development Limited (Stock Code: 200 HK)

Melco International Development Limited ("Melco") is one of the companies with the longest history in Hong Kong. Founded in 1910, Melco was among the first one hundred companies established in the city and was listed on the Hong Kong Stock Exchange in 1927. Today, under the leadership of its Chairman and CEO Lawrence Ho, Melco is a dynamic New Generation Asian Conglomerate that leads in leisure and entertainment industry in Asia. Its promising performance and distinctive leadership in the industry are also well recognized worldwide. Melco International Development Limited is a constituent of the MSCI Hong Kong Index, part of the MSCI Standard Index Series. It was granted the Asia's Best Managed Companies 2007 Award issued by FinanceAsia. For more information, please visit www.melco-group.com

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