



[For Immediate Release]

Appointment of Chief Executive Officer

* * * * *

Junket Aggregation Business kicked off with a great start at Crown Macau on Saturday, 15th of December

(Hong Kong, December 18, 2007) --- **A-Max Holdings Limited ("A-Max", 959 HK or the "Company")** today announced that Mr. Chan Ying Tat, Ted ("Mr. Ted Chan" or "Mr. Chan") has been appointed as the Chief Executive Officer with effect from 15th December 2007. Mr. Ted Chan will be put in charge of the whole operations of the Company which has recently announced that it will focus on the highly lucrative junket aggregation business in Macau.

Immediately prior to his appointment at A-Max, Mr. Chan was Head of Special Projects and directly reported to Mr. Lawrence Ho, Chairman and Chief Executive Officer of Hong Kong listed Melco International Development Limited (*Stock Code: 200 HK, "Melco"*) as well as NASDAQ listed Melco PBL Entertainment (Macau) Limited (*"Melco PBL", Stock Ticker: "MPEL"*). During his tenure at the Melco Group, Mr. Ted Chan had also been the CEO of Melco PBL's highly successful Mocha Slot Operations.

Mr. Cheung Nam Chung, Chairman of A-Max, said, "We are extremely pleased that Mr. Ted Chan has come on board as our new CEO. With good solid experience in the Macau gaming industry and having held senior positions at both Melco and Melco PBL, I am certain that Ted will be a great asset to our Company."

Mr. Ted Chan said, "I feel privileged to be appointed the CEO at A-Max. My immediate tasks will be to solidify our new junket aggregation business at Crown Macau as well as the enhancement of internal control systems and corporate governance of the Company."

"Our junket aggregation business (through AMA) kicked off with a strong start at 4:00PM on Saturday, 15th of December. Rolling chip volume generated by AMA so far has been more than satisfactory and strongly indicated that we are on track to realize this highly lucrative business model," added **Mr. Ted Chan**.

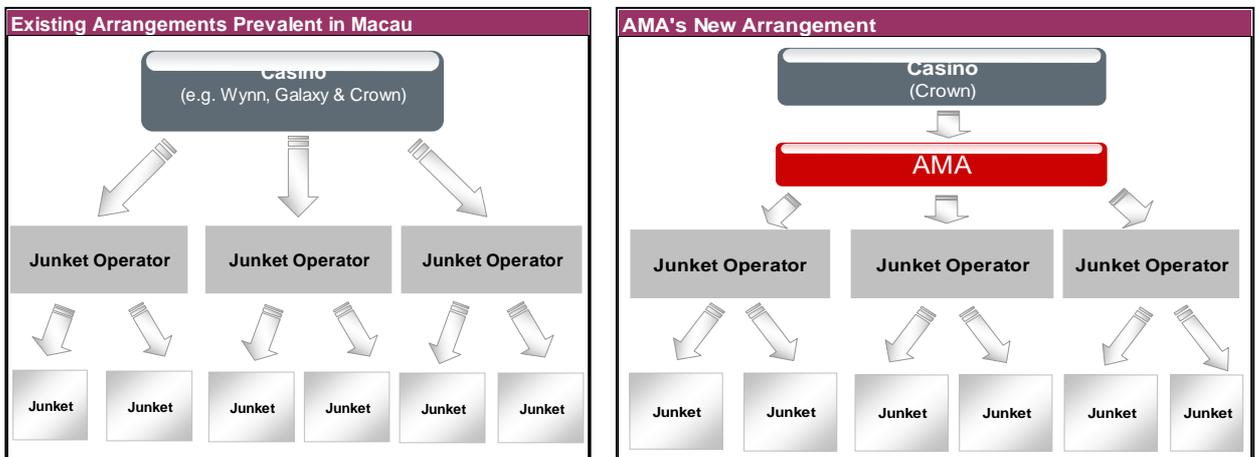


Background of the Company's Junket Aggregation Business

By virtue of a series of profit transfer agreements¹, A-Max derives 80% of the profits of a Macau licensed gaming promoter called AMA International Limited ("AMA"). 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 (also referred to as "collaborators") and deals directly with the Crown Macau Casino ("Crown Macau"). Crown Macau is owned and operated by Melco PBL.

AMA is expected to receive a commission of 1.35% on rolling chip volume from Crown Macau of which around 1.21% is paid to its collaborators. As per the Company's Circular dated 2 November 2007, the total amount of monthly rolling chip volume committed by the eight collaborators amounts to HK\$77.4 billion. Based on July 2007 figures, this is equivalent to approximately 51% of the entire VIP gaming market in Macau.

The following diagrams depict the differences between the business models of AMA and those of other junket operators.



Macau's overall gross gaming revenues rose by over 47% on a year-on-year basis in the first three quarters of this year, within which approximately 67% was attributable to VIP gaming. VIP gaming has been the main driver for this boom, itself having grown by approximately 53% during the corresponding period.

- ends -

¹ Details can be found in the Company's Circular dated 2 November 2007.



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\$2,393 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.

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 0.9% and 1.2% to its collaborators.

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

Listed on NASDAQ with a market capitalisation of approximately US\$5.2 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. 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 Mr. 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

Media Enquiries:

A-max Holdings Limited

Ms. Jackie Yeung Tel: (852) 2559 5925

Email: jackieyeung@amaxhldg.com

Strategic Financial Relations Limited

Esther Chan Tel: (852) 2864 4825

Email: esther.chan@sprg.com.hk

Mandy Go Tel: (852) 2864 4812

Email: mandy.go@sprg.com.hk

Cindy Lung Tel: (852) 2864 4867

Email: cindy.lung@sprg.com.hk

Fax: (852) 2804 27