

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



Amax Entertainment Holdings Limited

澳瑪娛樂控股有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code: 959)

PROPOSED CHANGE OF NAME

The Board announces that the Company intends to change its English name from “Amax Entertainment Holdings Limited” to “**Amax Holdings Limited**” and adopt “**奧瑪仕控股有限公司**” as its secondary name. The Change of Name is conditional on the approval of the Shareholders by a special resolution at the SGM. In addition to the Shareholders’ approval, the Change of Name is further subject to the Registrar of Companies in Bermuda granting approval for the use of the proposed new English and Chinese names of the Company. Upon the Change of Name becoming effective, the Company will cease to use the Chinese name “**澳瑪娛樂控股有限公司**” for identification purpose.

A circular containing, among other matters, information regarding the Change of Name, including a notice convening the SGM to approve the same will be despatched to the Shareholders as soon as practicable.

PROPOSED CHANGE OF NAME OF THE COMPANY

The Board proposes to change the English name of the Company from “Amax Entertainment Holdings Limited” to “**Amax Holdings Limited**” and adopt “**奧瑪仕控股有限公司**” as its secondary name. Upon the Change of Name becoming effective, the Company will cease to use its Chinese name “**澳瑪娛樂控股有限公司**” for identification purposes. The Company will issue a further announcement in relation to the change of the stock short name. The Change of Name is subject to the passing of the special resolution by the Shareholders at the SGM and the Registrar of Companies in Bermuda granting approval for the use of the proposed new English and Chinese names of the Company.

The Board considers the proposed new English and Chinese names of the Company will refresh the corporate image and identity of the Company and will more appropriately describe the business of the Group, which the Board considers is in the interest of the Company and its Shareholders as a whole.

The Change of Name will not affect any of the rights of the Shareholders. All existing share certificates in issue bearing the present name of the Company, after the Change of Name becoming effective, will continue to be evidence of legal title to the Shares and will be valid for trading, settlement and registration purposes. Accordingly, there will not be any arrangement for free exchange of existing share certificates for new share certificates under the Company's new name. Any issue of share certificates thereafter will be under the new name of the Company.

Further announcement will be made by the Company to inform the Shareholders as to when the Change of Name will become effective and on change of the stock short name.

GENERAL

A circular containing, among other matters, information as regards the Change of Name together with a notice convening the SGM will be despatched to the Shareholders as soon as practicable.

DEFINITIONS

In this announcement, unless the context otherwise requires, the following words and expressions shall have the following meanings when used herein:

“Board”	the board of Directors
“Change of Name”	the proposed change of English name of the Company from “Amax Entertainment Holdings Limited” to “ Amax Holdings Limited ” and the adoption by the Company of “奧瑪仕控股有限公司” as its secondary name
“Company”	Amax Entertainment Holdings Limited, a company incorporated in Bermuda with limited liability and the Shares of which are listed on The Stock Exchange of Hong Kong Limited
“Directors”	the directors of the Company from time to time
“SGM”	the special general meeting of the Company to be held to consider and, if thought fit, approve the Change of Name
“Share(s)”	ordinary share(s) of HK\$0.01 each in the capital of the Company
“Shareholders”	holders of issued Share(s)

By Order of the Board
Amax Entertainment Holdings Limited
Cheung Nam Chung
Chairman

Hong Kong, 1 June 2009

As at the date of this announcement, the board of Directors comprises Mr. Cheung Nam Chung, Mr. Huang Xiang Rong, and Ms. Li Wing Sze being the executive Directors, Mr. Leung Kin Cheong, Laurent being the non-executive Director and Attorney Lorna Patajo Kapunan, Mr. Chan Chiu Hung, Alex, Mr. Cheng Kai Tai, Allen, Mr. Fang Ang Zeng and Prof. Zeng Zhong Lu being the independent non-executive Directors.

** for identification purpose only*