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AMAX

Holdings Limited

Amax Holdings Limited

奧瑪仕控股有限公司

(Formerly known as Amax Entertainment Holdings Limited)

(Incorporated in Bermuda with limited liability)

(Stock Code: 959)

CHANGE OF COMPANY NAME AND CHANGE OF STOCK SHORT NAME

The Board is pleased to announce that the Change of Name took effect on 13 July 2009 under the laws of Bermuda and the name of the Company has been changed to “Amax Holdings Limited” and adopted “奧瑪仕控股有限公司” as the secondary name and the Certificate of Registration of Change of Name of Non-Hong Kong Company has been issued by the Companies Registry in Hong Kong on 31 July 2009.

Following the Change of Name becoming effective, the stock short name for trading in the Shares on the Stock Exchange will be changed from “AMAX ENT” to “AMAX HLDGS” in English and from “澳瑪娛樂” to “奧瑪仕控股” in Chinese with effect from 14 August 2009. The stock code of the Company of “959” will remain unchanged.

CHANGE OF NAME

Reference is made to the announcements of the Company dated 1 June 2009 and 10 July 2009 and the circular (the “**Circular**”) of the Company dated 2 June 2009. Capitalised terms used herein shall have the same meanings as those defined in the Circular unless defined otherwise.

The Board is pleased to announce that the change of name (the “**Change of Name**”) of the Company took effect on 13 July 2009 under the laws of Bermuda and the name of the Company has been changed to “Amax Holdings Limited” and adopted “奧瑪仕控股有限公司” as the secondary name.

The special resolution regarding the Change of Name has been duly passed by the Shareholders by way of a poll at the SGM. The certificate of incorporation on the Change of Name and the Certificate of Secondary Name have been issued by the Registrar of Companies in Bermuda on 16 July 2009. Accordingly, all pre-conditions in respect of the Change of Name have been satisfied and the certificate of Registration of Change of Name of Non-Hong Kong Company has also been issued by the Companies Registry in Hong Kong on 31 July 2009.

Effects on change of name

The Change of Name will not affect any of the rights of the Shareholders and share certificates of the Company will be issued in the new name of the Company in any subsequent issue of shares (the “**Shares**”) of the Company after the Change of Name has become effective. However, all existing share certificates in issue bearing the existing name of the Company will continue to be effective as evidence of title to such securities and be valid for trading, settlement and registration purposes. There will not be any arrangement for the exchange of the existing share certificates of the Company for new share certificates bearing the new name of the Company.

CHANGE OF STOCK SHORT NAME

Following the Change of Name becoming effective, the stock short name for trading in the Shares on the Stock Exchange will be changed from “AMAX ENT” to “AMAX HLDGS” in English and from “澳瑪娛樂” to “奧瑪仕控股” in Chinese with effect from 14 August 2009. The stock code of the Company of “959” will remain unchanged.

By order of the Board
Amax Holdings Limited
(Formerly known as “Amax Entertainment Holdings Limited”)
Cheung Nam Chung
Chairman

Hong Kong, 11 August 2009

As at the date of this announcement, the board of Directors comprises Mr. Cheung Nam Chung, Ms. Li Wing Sze, Mr. Li Kin Ho and Mr. Victor Ng 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.