



EMPEROR ENTERTAINMENT GROUP LIMITED

英皇娛樂集團有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code: 8078)

PROFIT WARNING

This announcement is made by the Company pursuant to Rule 17.10 of the GEM Listing Rules.

The Board wishes to inform shareholders of the Company and potential investors that the audited financial results of the Group for the fifteen months ended 30 June 2008 is expected to record a substantial loss as compared to that for the financial year ended 31 March 2007.

Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

This announcement is made by Emperor Entertainment Group Limited (the “Company”) pursuant to Rule 17.10 of the Rules Governing the Listing of Securities on the Growth Enterprise Market of the Stock Exchange of Hong Kong Limited (the “GEM Listing Rules”).

The board of directors of the Company (the “Board”) wishes to inform shareholders of the Company and potential investors that the audited financial results of the Group for the fifteen months ended 30 June 2008 is expected to record a substantial loss as compared to that for the financial year ended 31 March 2007 primarily attributable to the impairment loss on film rights of certain films of the Group as a result of the revision of the expected distribution income from the films.

The Company is still in the process of finalizing the results of the Group for the financial period ended 30 June 2008. The information contained in this announcement is only a preliminary assessment by the management of the Company. Finalized annual results of the Group and other details will be disclosed in the annual results announcement of the Company to be released on 18 September 2008 and the annual report to be published by the Company on or before 30 September 2008.

Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

By Order of the Board
Emperor Entertainment Group Limited
Luk Siu Man Semon
Chairperson

Hong Kong, 12 September 2008

** for identification purpose only*

As at the date hereof, the board of Directors comprised Ms. Luk Siu Man Semon (Chairperson); Mr. Ng Sui Wan alias Ng Yu, Mr. Wong Chi Fai and Ms Fan Man Seung, Vanessa (executive Directors); Mr. Wong Ching Yue, Mr. Chu Kar Wing and Mr. Wong Tak Ming Gary (independent non-executive Directors).

This announcement, for which the directors of the Company collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to the Company. The directors of the Company, having made all reasonable enquiries, confirm that, to the best of their knowledge and belief (i) the information contained in this announcement is accurate and complete in all material respects and not misleading; (ii) there are no other matters the omission of which would make any statement in this announcement misleading; and (iii) all opinion expressed in this announcement have been arrived at after due and careful consideration and are founded on bases and assumptions that are fair and reasonable.

This announcement will remain on the GEM website at www.hkgem.com on the “Latest Company Announcements” page for seven days from the day of its posting.