



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 Group is expected to record an unaudited net loss for the three months ended 30 September 2008 which is significantly higher than that for the same period in 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 Group is expected to record an unaudited net loss for the three months ended 30 September 2008 (the “First Quarter”) which is significantly higher than that for the same period in 2007. Such increase of net loss is primarily attributable to the impairment loss on film rights of certain films of the Group and the prepaid artiste expenses made by the Group as a result of the revision by the Group’s management on the expected income from the films and the artistes in view of the expected slow down of the global economy. Moreover, as a result of such impairment loss, the Company is expected to turn into a net liabilities position as at 30 September 2008. Nevertheless, the Company has obtained financial support from its ultimate holding company, which will not demand for the repayment of the amount due to it until the Company has the ability to repay the amount.

The Company is still in the process of finalizing the results of the Group for the First Quarter. The information contained in this announcement is only a preliminary assessment by the management of the Company. Finalized results of the Group for the First Quarter and other details will be disclosed in the first quarterly results announcement of the Company to be released on 12 November 2008 and the first quarterly report to be published by the Company on or before 14 November 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, 7 November 2008

As at the date hereof, the Board comprised :

Non-executive director : Ms. Luk Siu Man, Semon (Chairperson)

Executive directors : Mr. Ng Sui Wan alias Ng Yu
Mr. Wong Chi Fai
Ms Fan Man Seung, Vanessa

Independent Non-executive directors : Mr. Wong Ching Yue
Mr. Chu Kar Wing
Mr. Wong Tak Ming, Gary

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.

** for identification purpose only*