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## PARADISE ENTERTAINMENT LIMITED

滙彩控股有限公司\*

*(Incorporated in Bermuda with limited liability)*

**(Stock Code: 1180)**

### POSITIVE PROFIT ALERT

This announcement is made by the Company pursuant to Rule 13.09(1) of the Listing Rules.

The Board wishes to inform Shareholders and potential investors that the Group is expected to report a turn from a loss to a profit for the year ended 31 December 2011 as compared to the corresponding period in 2010.

This positive profit alert announcement is only based on the preliminary review of the management accounts of the Group for the year ended 31 December 2011, which has not been reviewed nor audited by the auditors of the Company.

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

This announcement is made by Paradise Entertainment Limited (the “Company” and together with its subsidiaries, the “Group”) pursuant to Rule 13.09(1) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”).

The Board of directors (the “Board”) of the Company wishes to inform the shareholders of the Company (the “Shareholders”) and potential investors that based on the preliminary review of the unaudited management accounts, the Group is expected to report a turn from a loss to a profit for the year ended 31 December 2011 as compared to the corresponding period in 2010. The Board considers that this is principally attributable to the strong performance in gaming business of the Group resulting from the rise in visitation to Macau.

This positive profit alert announcement is only based on the preliminary review of the unaudited management accounts of the Group for the year ended 31 December 2011, which has not been reviewed nor audited by the Company’s auditors. The annual results of the Group for the year ended 31 December 2011 will be announced at the end of March 2012.

**Shareholders and potential investors should exercise caution when dealing in the shares of the Company.**

By Order of the Board of  
**Paradise Entertainment Limited**  
**Stella Ho**  
*Company Secretary*

*As at the date of this announcement, the executive directors of the Company are Mr. Jay Chun (Chairman and Managing Director), Mr. Shan Shiyong, alias, Sin Sai Yung and Mr. Hu Liming and the independent non-executive directors of the Company are Mr. Frank Hu, Mr. Li John Zongyang and Mr. Kuan Hin Meng*

Hong Kong, 22 February 2012

\* *For identification purpose only*