



A-MAX RETAINS NEW YORK-BASED INVESTOR RELATIONS FIRM, JAFFONI & COLLINS

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TO EXPAND GLOBAL INVESTOR RELATIONS OUTREACH PROGRAM

(Hong Kong, May 15, 2008) – A-Max Holdings Limited (HK:0959) (“A-Max” or “the Company”) today announced that it has retained New York-based investor relations firm, Jaffoni & Collins Incorporated, to expand the Company’s comprehensive worldwide financial community and shareholder communications program. Angela Wong A-Max’s recently appointed Vice President, Investor Relations, will oversee the Company’s investor relations program and work with Jaffoni & Collins and Hong Kong-based Strategic Financial Relations Limited, in developing a clear understanding of A-Max’s ongoing operations and growth opportunities among a broad group of constituents including institutional and retail investors, analysts and the media.

Ted Chan, Chief Executive Officer of A-Max, commented, “Since late 2007 when A-Max transitioned its business model to focus primarily on the junket aggregation business in Macau, the Company has experienced increasing interest from the global financial community. Collectively, the Jaffoni & Collins gaming team has over 40 years of success assisting companies in the gaming industry through proactive IR programs that result in broader recognition. Their deep knowledge of the gaming industry and established relationships with investment professionals active in the industry will be an asset to A-Max in significantly raising our profile in financial markets around the world. I’m looking forward to working with Angela and our outside investor relations firms in the U.S. and Hong Kong to further elevate the level of understanding of our business model and appreciation for our growth opportunities.”

Jaffoni & Collins is a full-service Investor Relations agency exclusively focused on creating and executing communication programs for its clients. Since 1994, Jaffoni & Collins has been helping its clients generate tangible returns from their interactions with the investment community while navigating increasingly complex communications and disclosure requirements. The firm's company-specific programs and proven IR strategies have helped over two hundred companies build more productive investment community relationships and raise over HK\$1 billion in equity capital.

Prior to joining A-Max last month, Angela Wong was in the Special Project department at Melco PBL for three years where she focused on gaming related investor relations and strategic business counsel. Before that, Ms. Wong was the Marketing Manager at Wynn Resort Macau.

Late in 2007 A-Max entered the gaming promotion business in Macau through AMA International Limited (“AMA”) in which it has an indirect 80% interest. The business model of AMA differs from that of other junket operators in Macau, as instead of working directly with junkets and/or gaming customers, AMA aggregates the business of eight of the largest junket operators which commissions ranging from 0.9% to 1.21% are payable to the junket operators. The Company reported that VIP rolling chip volume generated by AMA had consistently exceeded HK\$40 billion (unaudited) in each of the first four months of calendar 2008, and amounted to HK\$41 billion (unaudited) in both March and April 2008.

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Note 1

VIP Rolling Chip Turnover is used by casinos to measure the volume of VIP business transacted and represents the aggregate amount of bets players make. Bets are wagered with “non-negotiable chips” and winning bets are paid out by casinos in so-called “cash” chips.

“Non-negotiable chips” are specifically designed for VIP players to allow casinos to calculate the commission payable to junket operators. Junket commissions are paid based on the total amount of “non-negotiable chips” purchased by each player. Junkets therefore require the players to “roll,” from time to time, their “cash chips” into “non-negotiable” chips for further betting so that they may receive their commissions (hence the term “Rolling Chip Turnover”). Through the junket operators, “non-negotiable chips” can be converted back into cash at any time. Betting using rolling chips, as opposed to using cash chips, is also used by the DICJ (Macau Gaming Control Board) to distinguish between VIP table revenue and mass market table revenue.

About A-Max Holdings Limited (Stock Code: 959 HK)

Listed on the Main Board of the Hong Kong Stock Exchange with a market capitalisation of approximately HK\$2 billion, A-Max Holdings Limited (“A-Max”) is principally engaged in gaming and entertainment business in Macau. A-Max conducts its casino operation in Macau via its 49.9%-owned Greek Methodology Macau Entertainment Group Corporation Limited and has recently entered into gaming promotion business in Macau via AMA International Limited (“AMA”) in which it has an indirect 80% interest. The gaming promotion business is expected to be the dominant source of earnings for the company in due course.

About AMA International Limited (“AMA”)

AMA is a gaming intermediary aggregating the junket business of junket operators (the “collaborators”) and refers such business to casinos. AMA receives commissions from these casinos based on VIP rolling chip turnover. It in turn pays a commission rate ranging between 0.90% and 1.21% to its collaborators.

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