



**Century Legend (Holdings) Limited**  
**世紀建業(集團)有限公司**

To : BUSINESS EDITOR  
 FOR IMMEDIATE RELEASE

**CENTURY LEGEND ANNOUNCES 2006 INTERIM RESULTS**  
**TURNOVER ROCKETS 845% TO HK\$251 MILLION**

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**BEGINNING OF A NEW ERA –**  
**GAINING MOMENTUM IN TRAVEL AND GAMING RELATED BUSINESS**

**FINANCIAL HIGHLIGHTS**

	For the six months ended 30 June		
	2006	2005	Changes
	(Unaudited)	(Unaudited)	
	<i>HK\$'000</i>	<i>HK\$'000</i>	
Turnover	<b>250,650</b>	26,531	+845%
Profit/(Loss) attributable to shareholders	<b>8,497</b>	(3,334)	--
Basic earnings/ (loss) per share	<b>HK 0.32 cents</b>	HK(0.15) cents	--

(12 September 2006 – HONG KONG) Century Legend (Holdings) Limited (“Century Legend” or the “Group”; stock code: 79) today announced its interim results for the six months ended 30 June 2006.

For the six months ended 30 June 2006, the Group delivered a satisfactory performance with significant top and bottom line growth. The Group recorded turnover of approximately HK\$251 million, (2005: HK\$27 million), a nine-fold increase compared to the corresponding period in 2005. The gross profit of the Group increased by 30% to approximately HK\$8.6 million (2005: HK\$6.6 million), while loss from operation was further narrowed down by approximately 60% to approximately HK\$1.8 million (2005: HK\$4.3 million), a sign of the Group’s continuous improvement in operation efficiency.

For the period under review, there is a net profit attributable to shareholders of approximately HK\$8.5 million, compared to a loss attributable to shareholders of approximately HK\$3.3 million in the corresponding period last year. The turnaround result was owing to the profit share from one of the Group’s major associated companies, Longnex Limited (“Longnex”), which is the beneficial owner of Holiday Inn Macau (the “Hotel”).

- to be continued -

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The Board of Directors has resolved not to declare the payment of an interim dividend for the first half of the fiscal year (2005: Nil).

In the review period, the Group's core business segment, travel and gaming related business, recorded a turnover of HK\$238 million (2005: HK\$11.7 million), a 20 times increase compared to that of the corresponding period in 2005.

This encouraging result was attributable to the Group's investment in the Hotel together with the newly renovated Macau Diamond Casino ("MDC") located inside the Hotel. The addition of MDC has successfully broadened the Group's revenue base and brought synergetic effect to the Group's travel and gaming related business. Since its opening in January 2006, MDC has proved to be immensely popular. Its prime location, stylish decoration and state-of-the-art technology gaming facilities are all favourable factors that work to shape MDC into a new landmark in Macau.

Mr. Samuel C. M. Tsang, Executive Chairman of Century Legend commented, "In view of the global gaming business market, Macau has swiftly grown to be the world's second largest gaming town, just next to Las Vegas. However, with the opening of attractions in the foreseeable future, Macau is transforming itself into a real tourist destination with a variety of entertainment and will attract travellers beyond the traditional tourists or gamblers. We believe that the gaming revenue generated in Macau will soon exceed that in Las Vegas."

During the period under review, dividend income from two gaming intermediaries was around HK\$2 million (2005: HK\$1.6 million), representing 25% increase as compared to the corresponding period in 2005. "After being granted two gaming intermediary licences in July 2005, the two gaming intermediaries have entered into formal agreement with the casino operator in March 2006. The foremost importance of the agreement is that all former verbal agreements with the casino operator could now be formalized and each party knows clearly about their own rights and obligations. This represents a significant step in regulating business operation of gaming intermediaries in Macau." Mr. Tsang added.

Looking ahead, the Group expects lucrative returns from its vigorous investment in Macau. It will further concentrate its resources in the travel and gaming related business. The investment in the Hotel and MDC has become a new revenue generator for the Group. The Group will conduct regular business review as well as explore other potential opportunities in Macau.

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Mr. Tsang summarized, “China’s economy grows at an astounding rate, which leads to continuous improvement in people’s living standard. Some of the affluent Chinese people start looking for various ways to enjoy their lives. Travelling is always one of their favourite options and Macau is one of the most popular destinations for them. The increasing purchasing power from these Chinese tourists has created a strong consumption growth trend. As tourists from China are currently the largest source of visitors for Macau, the Group is confident that the travel and gaming sector as well as other peripheral businesses in Macau will benefit greatly from this consumption growth trend. Thus, we strongly believe that our performance in the years ahead will be even better and thereby generate lucrative returns to its shareholders.”

- End -

**Corporate Information**

Century Legend (Holdings) Limited (“Century Legend” or the “Company”, SEHK stock code: 79, together with other affiliates collectively known as the “Group”) is a company mainly focusing on Gaming and Leisure business. The Group’s investments include the Macau Diamond Casino (“MDC”), located inside Holiday Inn Macau, two gaming intermediary companies trading as Holiday Inn Diamond VIP Club and Lisboa Diamond VIP Club located in MDC and Lisboa Casino respectively.

In addition, Century Legend is engaged in other supporting businesses in Hotel and Travel areas to promote its core business. It participates in the ownership of Holiday Inn Macau, which is an international four-star hotel managed by Intercontinental Hotel Group. The Group also provides travel agency services in Hong Kong, including sales of customized holiday package and marketing services for gaming activities in Macau.

*Issued by Occasions Corporate & Financial Communications Limited for and on behalf of **Century Legend (Holdings) Limited**. For further information, please contact:*

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