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Australian Stock Exchange
Company Announcements Platform

Dear Sir/Madam

Rapid rollout of Keno and Lotto Points of Sale in Shanghai and strategies for nationwide expansion

Further to the announcement on 9 September 2005 of the official launch of Keno games in the City of Shanghai and the establishment of 22 Keno and Lotto points of sale ("POS") by China Entertainment Holdings Ltd ("CEH"), a company to be acquired by Sino Securities international Ltd ("SSI") subject to shareholders approval on 31 October 2005, CEH has advised the Board of Directors of SSI that the number of POS in Shanghai has continued to grow significantly and that CEH is on schedule to open its 50th POS by 26 October 2005, more than doubling the 22 POS as reported on 9 September 2005. The total number of Keno POS opened in Shanghai currently is less than 100. Accordingly, CEH's current number of POS represents a significant market share of all Keno POS in Shanghai. CEH advises that its wholly owned Chinese subsidiary has already entered into agreements with over 500 retail and eatery outlets to establish a significant network of Keno and Lotto POS. This will pave the way for a more rapid rollout of CEH's POS in the coming weeks and ensures that CEH continues to be the dominant distributor of Keno and Lotto games in Shanghai City.

CEH also advises that current sales of Keno and Lotto games at its POS are heavily skewed towards Keno games, which have a play frequency of every 5 minutes. This result is pleasing and has exceeded CEH's management expectation at present. As the number of POS opened is fast approaching a critical mass for CEH, SSI's Australian management will be visiting Shanghai next week to assist CEH in the development of a marketing plan for both Keno and Lotto activities. SSI's management will also be working with CEH in the implementation of appropriate strategies to expand CEH's gaming activities nationwide within China over the next 12 months. A number of partnerships between CEH and domestic as well as foreign parties are being considered at present for implementation of these strategies.

Yours sincerely

Richard Li
Managing Director
Sino Securities International Ltd