

Press release
(For immediate release)

Success Universe Announces Discloseable Transaction in Relation to the Provision of Financial Assistance to a Joint Venture Company

To provide further shareholder's loans to its 70%-owned subsidiary to capture the enormous potential of the burgeoning China lottery industry

25 August 2011, Hong Kong – Success Universe Group Limited (“Success Universe” or the “Company”; Stock Code: 00487.HK), announced today that its direct wholly-owned subsidiary, Victory Devotion Limited (“Victory Devotion”), entered into a Supplemental Agreement with Up Fly Limited (“Up Fly”) and its ultimate beneficial owner, Mr. Wu Hong, pursuant to which Victory Devotion agreed to provide further shareholder's loans to a 70/30 joint venture company formed between Victory Devotion and Up Fly, Honour Rich China Development Limited (“Honour Rich”), from time to time up to not more than HK\$69,868,000 (exclusive of approximately HK\$22,827,000 already advanced by Victory Devotion) to meet the cash flow requirement of Honour Rich from time to time.

The aforesaid loans to be advanced to Honour Rich shall be unsecured, with no fixed repayment date and may bear interest at such rate as may be agreed between Victory Devotion and Honour Rich but in any event not exceeding the prime rate for Hong Kong dollar from time to time quoted by The Hongkong and Shanghai Banking Corporation Limited.

The subsidiaries of Honour Rich are principally engaged in the provision of technology services platform and technical support, as well as sports lottery sales agency services to the mobile sports lottery market in the PRC.

One of the subsidiaries of Honour Rich in the PRC (“PRC Subsidiary”) which possesses a value-added telecom operation licence, has been authorised to provide sports lottery

sales agency services in Jiangxi Province in the PRC via telephone through the provision of technology services platform and related technical support, for a term from May 2011 to December 2013.

Honour Rich intends to expand the said business to other provinces in Mainland China through the PRC Subsidiary, aiming to tap into the tremendous growth opportunities of the flourishing lottery market.

Chairman of the Company, Mr. Yeung Hoi Sing, Sonny said, “Success Universe embarked upon China’s mobile sports lottery market through Honour Rich with a view to seize the ample opportunities in the burgeoning lottery market and to extend our footprint in the PRC. The lottery industry of China has been growing at a rapid pace, with a compound annual growth rate (CAGR) of approximately 25% in the last ten years. The PRC lottery sales in the first half year of 2011 reached RMB101 billion, representing a growth of 31% as compared to that of 2010. The provision of the financial assistance will facilitate the development of the business of the PRC Subsidiary, which will allow Success Universe to capture the enormous potential of the PRC’s growing lottery industry.”

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About Success Universe Group Limited

Success Universe Group Limited (Stock Code: 00487.HK), being the flagship of Success Universe Group, is currently involved in travel business, cruise leasing and management business and is actively expanding in gaming, entertainment and tourist-related industries.

The Company possesses a 55% interest in a nine-deck cruise ship, “M.V. Macau Success”, which is based in Hong Kong. The ship features a world-class casino and various spectacular entertainment facilities.

Success Universe’s travel business spans across Asia and North America. In addition to Travel Success Limited and Travel Success (Macau) Limited which the Company owns and operates in Hong Kong and Macau respectively, Success Universe also owns 80% of the equity interest in certain companies in Canada and the United States of America (the “US”) which conduct the business of air travel consolidator, travel agent, tour provider and provider of related services therein (the “Jade Travel Group”). The Jade Travel Group has offices located in Vancouver, Calgary, Toronto, Montreal in Canada and New York in the US.

The Company is actively developing its flagship project in Macau, Ponte 16, in partnership with SJM – Investimentos Limitada (“SJM – Investimentos”), an indirect wholly-owned subsidiary of SJM Holdings Limited (Stock Code: 00880.HK). Ponte 16 is 49% owned by an indirect subsidiary of Success Universe and 51% owned by SJM – Investimentos. Commenced operations in 2008, Ponte 16, a world-class integrated casino-entertainment resort, comprises a five-star luxury hotel - Sofitel Macau At Ponte 16, a casino and renowned restaurants in phases 1 and 2. Recreational facilities, a shopping arcade and an European themed promenade will be opened in Phase 3.

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