

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



eSun Holdings Limited
(Incorporated in Bermuda with limited liability)
(Stock Code: 571)

APPOINTMENT OF EXECUTIVE DIRECTOR

The Board is pleased to announce that Mr. Lui Siu Tsuen, Richard has been appointed an executive director of the Company with effect from 1 July 2010.

The Board of Directors (the “Board”) of eSun Holdings Limited (the “Company”) is pleased to announce that Mr. Lui Siu Tsuen, Richard (“Mr. Lui”) has been appointed an executive director of the Company with effect from 1 July 2010.

Mr. Lui, aged 54, joined the Company in April 2010 as the Chief Operating Officer of the Media and Entertainment Division of the Company. He has over 25 years of experience in property investment, corporate finance and media and entertainment business. Mr. Lui is a fellow member of each of The Hong Kong Institute of Certified Public Accountants, The Australian Society of Certified Practising Accountants and The Chartered Institute of Management Accountants, U.K., and an Associate of The Institute of Chartered Accountants in England and Wales. He holds a Master of Business Administration degree from The University of Adelaide in Australia.

Mr. Lui is currently an independent non-executive director of Prosperity Investment Holdings Limited (Stock Code: 310) and 21 Holdings Limited (Stock Code: 1003), both companies being listed on the Main Board of The Stock Exchange of Hong Kong Limited (the “Stock Exchange”).

Prior to joining the Company, Mr. Lui held other directorships in public companies listed in Hong Kong or overseas in the last three years. Mr. Lui was a director of Hanny Holdings Limited (Stock Code: 275) and Wing On Travel (Holdings) Limited (Stock Code: 1189), both listed on the Main Board of the Stock Exchange. He was also a director of PSC Corporation Ltd., a company listed on the Singapore Exchange Limited, and a director of MRI Holdings Limited, a company listed on the Australian Securities Exchange.

Mr. Lui does not have a service contract with the Company but will be subject to retirement by rotation once every three years and will also be eligible for re-election at future annual general meetings of the Company in accordance with the provisions of the Bye-laws of the Company. Mr. Lui will not receive any emoluments from the Company.

Mr. Lui is a Senior Vice President of Lai Sun Development Company Limited (Stock Code: 488), a controlling shareholder of the Company, since 1 February 2010. Save as aforesaid, Mr. Lui does not have any relationship with any directors, senior management, substantial or controlling shareholders of the Company. As at the date of this announcement, he does not have any interest in the shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance.

Save as disclosed above, there is no information relating to Mr. Lui's appointment required to be disclosed pursuant to the requirements of Rule 13.51(2) of the Rules Governing the Listing of Securities on the Stock Exchange, and there are no other matters that need to be brought to the attention of the Company's shareholders in connection with his appointment.

The Board extends its warm welcome to Mr. Lui.

By Order of the Board
eSun Holdings Limited
Yeung Kam Hoi
Company Secretary

Hong Kong, 2 July 2010

As at the date of this announcement, the executive directors of the Company are Mr. Lam Kin Ngok, Peter, Miss Leung Churk Yin, Jeanny, Mr. Cheung Wing Sum, Ambrose and Mr. Lui Siu Tsuen, Richard; the non-executive directors are Mr. Low Chee Keong, Madam U Po Chu and Mr. Lo Kwok Kwei, David; and the independent non-executive directors are Mr. Tong Ka Wing, Carl, Mr. Alfred Donald Yap and Dr. Ng Lai Man, Carmen.