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

VOLUNTARY ANNOUNCEMENT

Update relating to the Macao Studio City project

Reference is made to the past announcements of eSun Holdings Limited (“**eSun**” or the “**Company**”) concerning this matter, most recently on 15 October 2010.

The legal proceedings commenced by East Asia in the Hong Kong SAR on 29 October 2009 (first referred to in eSun's announcement dated 29 October 2009) included a petition presented by East Asia Satellite Television (Holdings) Limited (“**East Asia**”) (“**East Asia's Petition**”) seeking, amongst other things, an order that New Cotai, LLC (“**New Cotai**”) do transfer its shareholding in Cyber One Agents Limited (“**Cyber One**”) to East Asia at a valuation to be determined by the courts. It is East Asia's case, as reflected in East Asia's Petition, that: New Cotai has attempted to frustrate the purpose of the Macao Studio City project; East Asia has been substantially prejudiced as a result; and this should be reflected fully in the price at which New Cotai is ordered to transfer its shareholding in Cyber One to East Asia. This specific claim – for an order for the transfer by New Cotai of its shareholding in Cyber One to East Asia at a valuation to be determined by the courts – continues to be pursued by East Asia. The directors of eSun continue to believe that the claim is well-founded. The claim has only been limited by the Hong Kong High Court, by the court's decision dated 16 July 2010 (first referred to in eSun's announcement dated 19 July 2010), to the extent that the court ruled that the valuation could not be zero. East Asia has been advised that this ruling (which is in any event now subject to appeal due to be heard in May 2011 – as referred to on page 7 of the questions and answers attachment to eSun's announcement dated 29 September 2010) does not prevent the court, if the court considers it appropriate, from making an order that New Cotai's shareholding in Cyber One be transferred to East Asia for a nominal amount only.

In its announcement dated 29 October 2009, eSun indicated that the litigation is likely to be contested and/or may prompt claims or counterclaims on the part of New Cotai. In fact, prior to 29 October 2010, East Asia's Petition did not prompt any claim or counterclaim by New Cotai. This remained the case even after the court's decision dated 16 July 2010. However, on 29 October 2010, New Cotai presented to the Hong Kong High Court its own petition ("**New Cotai Petition**") seeking an order that East Asia do transfer its shareholding in Cyber One to New Cotai, at a valuation to be determined by the courts. In terms of the relief sought, the New Cotai Petition is therefore the mirror-image of East Asia's Petition. The grounds of the New Cotai Petition in substantial part repeat the basis of the statement of defence filed by, amongst other defendants, New Cotai on 27 September 2010 (referred to on page 7 of the questions and answers attachment to eSun's announcement dated 29 September 2010) and the writ issued by New Cotai Entertainment, LLC ("**NCE**") concerning the proposed casino lease as part of the Macao Studio City project (referred to in eSun's announcement dated 15 October 2010).

The New Cotai Petition contains a statement by New Cotai that it expects that the New Cotai Petition is likely to be heard and resolved together with East Asia's Petition. The New Cotai Petition also contains a statement that New Cotai seeks an expedited hearing of the New Cotai Petition based on, amongst other things, the risk that the site for the Macao Studio City project may be reclaimed by the Macau Government.

eSun is in the process of taking legal advice in relation to the New Cotai Petition. eSun believes that East Asia has complied with all material obligations relevant to the joint venture. eSun intends vigorously to defend all unmeritorious claims brought by New Cotai and NCE whether in relation to the stalled Macao Studio City project or the proposed casino lease.

Shareholders of the Company and potential investors are advised to exercise caution in dealing in the shares of the Company. Announcements in relation to further updates on the Macao Studio City project, and litigation relating to it, will be published by the Company as and when appropriate.

By Order of the Board
eSun Holdings Limited
Goh Soon Khian
Company Secretary

Hong Kong, 31 October 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, Mr. Lo Kwok Kwei, David and Mr. Albert Thomas da Rosa, Junior; and the independent non-executive directors are Mr. Tong Ka Wing, Carl, Mr. Alfred Donald Yap and Dr. Ng Lai Man, Carmen.