

[For Immediate Release]

REXLot Announces 2009 Interims with Strong Business Growth and Payment of Maiden Dividend

Financial Highlights	For the period ended 30 June		
	2009 HK\$'000	2008 HK\$'000 (Restated)	Change
Turnover	500,353	357,100	+40%
Profit attributable to equity holders	123,156	134,718	-9%
Earnings per share - basic	1.66 cents	1.88 cents	-12%
Dividend per share	0.18 cent	NIL	NA

(28 September 2009, Hong Kong) REXLot Holdings Limited (REXLot or the “Group”; Stock code: 555) announced its results for the six months ended 30 June 2009. The Group recorded a turnover of HK\$500,353,000, representing an increase of approximately 40% compared with the same period last year. Profit attributable to equity holders amounted to HK\$123,156,000, down 9% after allowing one time roll out cost for Distribution and Marketing Business (“DMB”) including initial cost for the roll out of Single Match Games (“SMG”) in China. Earnings per share (basic) was HK 1.66 cents. The Board has declared a maiden interim dividend of HK 0.18 cent per share for the period under review.

Mr. Victor Chan, Executive Director of REXLot said, “Our System and Games Development Business (“SGDB”) is well established in the lottery industry in China and has continued to excel. DMB is taking shape as new growth driver for sustainable growth in the future. We are also pleased to see the Group is making positive contributions to the development of the Chinese lottery market in support of the good causes that the Welfare and Sports Lotteries are servicing.”

Core Lottery Business Continues to Deliver Solid Earnings and Growth

The Group’s SGDB Division is actively involved the provision of systems and equipments for both Computer Ticket Games (“CTG”) and Scratch Cards products in China. During the period, the Division has allocated significant resources to the development of new games for the CTG and mobile platform.

Servicing 16 provinces, our Welfare CTG business performed well and has been maintaining its leading market position in China. The changes in the rules of game for Powerball made in January 2009, coupled with the launch of new games, have been key catalysts in increasing Welfare CTG sales. In the meantime, we continue to see healthy growth in Welfare Scratch Cards sales and expect the introduction of theme based programs such as Shanghai EXPO and the 60th Founding Anniversary of China to generate additional sales in 2009.

Capitalizing on its leading position in the Chinese Welfare Lottery market and its exclusive Instant Lottery Tickets validation business, the Group has successfully participated in the Chinese Welfare Scratch Cards printing business in November 2008 under a cooperation contract with Shijiazhuang Offset Printing House (石家莊市膠印廠), which is one of the three entities authorized to print for the Welfare Scratch Cards programs. The Group plans to complete the upgrade and expansion of printing capacity by 2010.

The Group's Sports CTG business is engaged in the sales of CTG machines to the Provincial Sports Lottery Centers across China. During the period, the Group has also devoted its resources to the development of new games especially high frequency games running on CTG based or electronic platforms as well as the deployment of system and equipment in support of the roll out of SMG in China.

Well Positioned to Excel in New Business Growth

Since the commencement of the DMB in late 2008, the Group has focused on the cooperative model for the distribution of lottery tickets with entities and organizations which have established diversified and extensive retail network. Our distribution channel partners include China Post, PetroChina, Sinopec, China Resources, other major supermarket and convenient store chains. We expect to continue our roll out as planned and aim to develop a total of 100,000 POS across the country by 2010.

In May 2009, the China Sports Lottery Administration Centre selected provinces like Liaoning and Shandong to launch the pilot testing of SMG. The Group is honored to be chosen in the first batch of companies in supporting the launch and supplying equipment. We have set up dedicated franchised shops for distributing SMG products.

In addition, the Group has been authorized to roll out mobile lottery platform in China. We have cooperation and support from major telecommunication providers in the roll out. It heralds the Group's entry into the electronic distribution channels for the lottery market. Currently, we have been authorized to roll out our mobile lottery platform in 5 provinces in China and we plan to devote more resources to further expand our market coverage in the electronic lottery distribution platform as the opportunities arise.

Outlook

Leveraging on our existing solid lottery business, we are well positioned to capture new business opportunities. It is encouraging that the Group is playing an active role in new lottery business segments: broadening retail distribution network, maiden launch of the SMG as well as development of mobile lottery platform. We believe these new businesses will become major growth drivers to the Group's future development and will bring synergies to our existing SGDB and DMB.

We are optimistic as to the continuing growth and development of the Group. Keeping abreast of the favourable market situation and being market-oriented, the Group will timely adjust strategies to be conducive to its development, and apply flexible and proactive marketing and investment strategies to maximize shareholders' value.

- End -

About REXLot

REXLot Holdings Limited is an investment holding company. The Group is holding a controlling stake in Shenzhen Sinodata Technology Co Ltd (a leading equipment supplier for computer ticket games for Welfare Lottery in China), Guangzhou Latech Technology Co Ltd (which is involved in development and production of sports lottery machines, related operation software system and networks) and Shenzhen Kingsail Software Tech Co Ltd (which is involved in the development and deployment of lottery system for Sports Lottery in China) as well as 50% interest in Beijing Guard Libang Technology Co Ltd (the exclusive supplier of scratch card lottery games and system for Welfare Lottery in China). The Group has also set up a subsidiary REXLot Investment (Shenzhen) Co Ltd to focus on lottery distribution business in China.

This press release is issued by PR Concepts Asia Limited. For enquiries, please contact:

Mr. Ip Mun Lam / Ms Eliza Li

Mobile: 9840 2744 / 9726 4497

Email: ip@prconcept.com / eliza@prconcept.com