

[For immediate release]

AMAX APPOINTS COREY WONG AS COMPANY SECRETARY AND AUTHORIZED REPRESENTATIVE

Chief Financial Officer Ken Chan Resigns to Pursue Other Business Opportunities

(Hong Kong, February 9, 2009) – **Amax Entertainment Holdings Limited (HKSE: 0959)** ("Amax" or "the Company") announced today that Mr. Wong Lee Ping, Corey has been named the Company's Secretary and Authorized Representative effective 2 February 2009. Separately, Ken Chan, Amax's Chief Financial Officer has resigned to pursue other business opportunities.

Corey Wong holds a master's degree in business administration from The University of Portsmouth, U.K. He is a fellow member of Chartered Association of Certified Accountants, a member of the Institute of Chartered Accountant in England & Wales and a member of the Hong Kong Institute of Certified Public Accountants. Mr. Wong has over 20 years of extensive experience in the fields of corporate finance, financial management, and investment. Prior to joining the Company, Mr. Wong was employed by KPMG Peat Marwick from 1987 to 1990 and has served as Chief Financial Officer of Hong Kong Stock Exchange listed companies and Project Director of Greater China investment companies.

Brian Cheung, Chairman of the Board of Amax commented, "Corey's rich experience and expertise in corporate finance, investment and financial management will benefit the Company as we continue to be favorably positioned as a forward looking professional investment company to execute upon our newly developed business model of Macau gaming promotion investment and strengthen our existing market-leading position in VIP gaming promotion investment sector. We appreciate Ken's contributions to Amax and wish him success in his future endeavors."

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About Amax Entertainment Holdings Limited

Listed on the Main Board of the Hong Kong Stock Exchange, Amax Entertainment Holdings Limited ("Amax) is principally engaged in the investment in Macau gaming and entertainment business. Amax's primary source of earnings is from its major investment in Macau gaming promotion business in late 2007 via the Company's business partner AMA International Limited ("AMA") in which it has a 80% profit sharing right. In addition, Amax has certain income from casino operation in Macau via its investment in Greek Mythology Macau Entertainment Group Corporation Limited with 49.9% shareholding.

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