



# eSun Holdings Limited

*(Incorporated in Bermuda with limited liability)*

(Stock Code: 571)

## ANNOUNCEMENT UNAUDITED INTERIM RESULTS OF MEDIA ASIA ENTERTAINMENT GROUP LIMITED

MAEG has announced unaudited revenue of HK\$61,362,000 and a net profit attributable to equity holders of the parent of HK\$15,945,000 for the six months ended 30th June, 2006. MAEG has not declared an interim dividend for the half-year under review.

This announcement is made by eSun Holdings Limited (the "Company") pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The Directors of the Company have noted that Media Asia Entertainment Group Limited ("MAEG") has announced on 14th August, 2006 on the website of the Singapore Exchange Securities Trading Limited ("SGX-ST") its unaudited interim results for the six months ended 30th June, 2006. The Company currently holds a 37.33% interest in MAEG, which has been listed on the SGX-ST Dealing and Automated Quotation System ("SGX-SESDAQ") since 3rd November, 2004.

Based on the unaudited consolidated income statement of MAEG for the six months ended 30th June, 2006, MAEG has reported revenue of HK\$61,362,000 and a net profit attributable to equity holders of the parent of HK\$15,945,000. MAEG has not declared an interim dividend for the half-year under review.

As MAEG is an associate of the Company, the results of MAEG will be included in the consolidated income statement of the Company for the six months ended 30th June, 2006 under the equity method of accounting.

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

Hong Kong, 14th August, 2006

*As at the date of this announcement, the executive directors of the Company are Mr. Lien Jown Jing, Vincent, Mr. Lee Po On, Mr. Lam Kin Ngok, Peter, Mr. Liu Ngai Wing and Mr. Cheung Wing Sum, Ambrose; the non-executive directors are Mr. Lam Kin Ming, Madam Tam Wai Chu, Maria and Madam U Po Chu and the independent non-executive directors are Mr. Alfred Donald Yap, Mr. Low Chee Keong and Mr. Tong Ka Wing, Carl.*