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

PRICE-SENSITIVE INFORMATION

Litigation in respect of the Macao Studio City project

eSun Holdings Limited announces that its non-wholly owned subsidiary, East Asia, has commenced legal proceedings in the Hong Kong SAR against its joint venture partner, New Cotai, and others seeking, amongst other things, damages arising out of alleged breaches of contract and other matters in relation to the proposed development of the Macao Studio City.

Reference is made to the interim results announcement of eSun Holdings Limited (the “**Company**”) for the six months ended 30 June 2009, as published on 25 September 2009.

In that announcement the Company provided an update on progress in respect of the Macao Studio City project, noting, amongst other things, that progress had stalled on account of, amongst other factors, differences of opinion between the Company’s non-wholly owned subsidiary, East Asia Satellite Television (Holdings) Limited (“**East Asia**”) and its joint venture partner, New Cotai, LLC (“**New Cotai**”) in relation to various aspects of the project.

On 29 October 2009, East Asia commenced legal proceedings in the Hong Kong SAR against New Cotai and others, seeking, amongst other things, damages of approximately HK\$689 million for breaches of the sale and purchase agreement dated 8 April 2006 pursuant to which New Cotai acquired its interest in Cyber One Agents Limited (“**Cyber One**”) and, by way of derivative action on behalf of members of the Cyber One group, damages of approximately US\$2.385 billion (approximately HK\$16.6 billion) for inducing or procuring breaches of fiduciary duties owed to such members of the Cyber One group.

The timing and outcome of all litigation is inherently uncertain and, in this case, is likely to be contested and/or may prompt claims or counterclaims on the part of New Cotai or others. The directors of the Company have given due consideration to these risks and have, with some reluctance, chosen to accept those risks because of their firm conviction in the strength of East Asia’s claims and strong belief that pursuit of a litigation strategy is a necessary step to protect the indirect interests of all of the Company’s shareholders and, ultimately, to preserve the potential of the Macao Studio City project.

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
Yeung Kam Hoi
Company Secretary

Hong Kong, 29 October 2009

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. Low Kit Leong; the non-executive directors are Mr. Lien Jown Jing, Vincent, 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, Mr. Low Chee Keong and Dr. Ng Lai Man, Carmen.