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澳門博彩控股有限公司

SJM Holdings Limited

(incorporated in Hong Kong with limited liability)

(Stock Code: 880)

ANNOUNCEMENT

COMPLETION OF THE ISSUE BY CHAMPION PATH HOLDINGS LIMITED OF HK DOLLAR DENOMINATED ZERO COUPON GUARANTEED CONVERTIBLE BONDS DUE 2015 CONVERTIBLE INTO SHARES OF SJM HOLDINGS LIMITED

Reference is made to the announcement of SJM Holdings Limited (the “**Company**”) dated 24 September 2009 (the “**Announcement**”) in relation to the zero coupon guaranteed convertible bonds due 2015 (the “**Bonds**”) to be issued by Champion Path Holdings Limited (the “**Issuer**”). All terms used herein have the same meaning as defined in the Announcement unless otherwise stated.

The Board is pleased to announce that all conditions to the issue of the Bonds under the Subscription Agreement have been satisfied and that the issue of the Bonds has been completed on 28 October 2009. The Bonds have been listed on the SGX-ST on 29 October 2009. The Offering Circular can be viewed at the website of the SGX-ST www.sgx.com. Admission of the Bonds to the official list of the SGX-ST is not to be taken as an indication of the merits of the Issuer, the Company, the Bonds or the Shares.

The making of this announcement is only for the purpose of facilitating equal dissemination of information contained in the Offering Circular to investors in Hong Kong and not for any other purposes.

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The Offering Circular must not be regarded as an inducement to subscribe for or purchase any securities of the Company, and no such inducement is intended. No investment decision should be based on the information contained in the Offering Circular.

By order of the Board
SJM Holdings Limited

So Shu Fai

Executive Director and Chief Executive Officer

Hong Kong, 29 October 2009

As at the date of this announcement, the executive Directors are Dr. Ho Hung Sun, Stanley, Dr. So Shu Fai, Mr. Ng Chi Sing, Mr. Rui José da Cunha, Ms. Leong On Kei, Angela and Mr. Shum Hong Kuen, David, the non-executive Director is Dato' Dr. Cheng Yu Tung and the independent non-executive Directors are Mr. Chau Tak Hay, Mr. Lan Hong Tsung, David, Mr. Shek Lai Him, Abraham and Mr. Tse Hau Yin.