

PRESS RELEASE

Moli Group Works Strategically With Japanese Game Developer

(Hong Kong, 28 September 2008) – Celestial Asia Securities Holdings Limited (“CASH” or together with its subsidiaries, the “Group”) [SEHK: 1049] announces that its online gaming arm, Moli Group Limited (“Moli”) --- a leading online entertainment developer and operator in China, today entered into agreements with Gonzo Rosso KK (“Gonzo Rosso”), a leading online games and mobile sites provider in Japan. Three separate agreements were signed, in that Gonzo Rosso granted Moli exclusive licenses to operate two of its prominent massively multiplayer online role-playing games (“MMORPGs”), while Moli granted Gonzo Rosso an exclusive license to operate its world famous MMORPG “King of Pirate” (“KOP”) in Japan for three years.

Gonzo Rosso granted Moli an exclusive global five-year license (ex-Japan) to operate the MMORPG “Tower of Druaga: the Recovery of BABYLIM”, which was developed as part of the world’s renowned and well-received game Tower of Druaga "Animation x Online RPG" project. The game introduced a variety of multi-player features such as player interactions, group play, and massive scale battles.

Further, Gonzo Rosso granted Moli an exclusive license to operate the online game “Pandora Saga” in the North American region, including USA, for a 3-year term. Pandora Saga is a legendary MMORPG designed with scrupulous attention to battle functions aiming at offering gamers the ultimate fighting experience.

Mr. George Lin Che-Chu, CEO of CASH and Moli, commented, “We are pleased to engage into strategic partnership with Ronzo Gosso. Both of their games had been well-received in Japan and Asia, respectively. We are confident that with Moli’s first-class game operating capabilities and extensive publishing network, we can bring these two games to new heights and offer gamers unparalleled online gaming experience. Apart from expanding Moli’s game pipeline, the agreements signified a good start of our strategic co-operation with Gonzo Rosso. The agreements further strengthened Moli’s leading position in the world online gaming industry. On the other hand, our high quality MMORPG KOP has been one of the most popular games that we publish worldwide. With Gonzo Rosso’s comprehensive network in Japan, we believe that KOP will create another success.”

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About CASH

CASH Group (the holding company Celestial Asia Securities Holdings Limited “CASH”; SEHK: 1049) is a multi-faceted service conglomerate in China. It addresses modern consumer needs in investment and wealth management, home improvement, lifestyle as well as personal enjoyment. All its businesses share a common mission that customers’ interests always come first. All CASH’s brands are synonymous with good customer service, great quality and fabulous value. CASH companies comprise CASH Financial Services Group, CASH Retail Management Group, Pricerite, LZ LifeZtore and Moli Group.

CASH has a growing network of more than 25 offices across the China region, employing over 2,400 people providing unparalleled services to our customers. Abide by the “People-Oriented” principle, CASH Group is committed to becoming a Total Caring Organisation to partner with our key stakeholders to work towards the sustainable development of our business, our employees, our environment and our society. For more information, please visit website: www.cash.com.hk.

About Moli

Moli Group is a leading online entertainment developer and operator in the Greater China Region with a complete value chain infrastructure in online games and online entertainment. Our self-developed massively multiplayer online role playing game (MMORPG) "King of Pirate online" is launched in mainland China, Taiwan, USA, Thailand, Russia, Singapore and Indonesia with a combined user base exceeding 7 million. We aspire to be the leading platform of online entertainment over the Greater China Region through which various types of online games and entertainment content are distributed. For more information, please visit www.moliyo.com

About GONZO Rosso K.K.

GONZO Rosso develops and operates online games such as "Knight Online", "Master of Epic -The ResonanceAge Universe-", "Shaiya -Light and Darkness-", PANDORA SAGA, and "The Tower of DRUAGA -the Recovery of BABYLIM-". By offering special in-game items for purchase and user-friendly systems, GONZO Rosso ensures unique game experiences that both advanced users and online game novices can enjoy. GONZO Rosso conducts its overseas business through subsidiaries Gonzo Rosso Malaysia, which provides online game services to various territories around the world, and Goldsky Digital Technology Limited an online game licensing company covering China and Southeast Asia. GONZO Rosso's other areas of business include development/operation of online merchandise store "GONZO STYLE" (<http://www.gonzo-style.com> - Japanese only), character open-contest site "Charapre" (<http://charapre.jp/> - Japanese only), and mobile sites "Mobile Newtype" and "GONZO MOBILE" as well as production of video content, characters, advertisement designs, websites and other Internet content leveraging GDH/GONZO's network of creators/artists.

GONZO Rosso website: <http://www.gonzorosso.jp/english.html>