

Major League Gaming to Build First-Ever MLG Arena in China

MLG, Lai Fung Holdings Limited and eSun Holdings Limited to Develop Video Game Destination on Hengqin Island Near Macau

NEW YORK, April 24, 2014 – Major League Gaming (MLG), the global leader in eSports, Lai Fung Holdings Limited (Lai Fung) and eSun Holdings Limited (eSun) today announced plans to build the first-ever MLG Gaming Arena in the “V-Zone,” the first-in-the-world video game destination planned as a centerpiece of Lai Fung’s Renminbi 18 billion “Creative Culture City” development on Hengqin Island. Located off the coast of Macau and part of the city of Zhuhai, China, Hengqin Island is planned as a dynamic new special economic zone and a tourist complement to Macau that will feature a wide array of leisure and recreational activities. The Hengqin Creative Culture City will be the first development in China and in the world to house a permanent visitor attraction dedicated to video game and eSports activity. In addition to being the site of the world’s first MLG Gaming Arena, the V-Zone is slated to include an expo area for game developers to feature new and upcoming games, creative workspaces, gaming-themed restaurants, retail shops and more.

“MLG has been at the forefront of the global eSports phenomenon for over a decade and we’re taking our leadership position to new heights with this expansion into the world’s fastest growing eSports market – China,” said Mike Sepso, President and co-founder. “We’re very proud to partner with eSun Holdings Limited and Lai Fung Holdings Limited to build the first MLG Gaming Arena in Hengqin Island’s V-Zone to house MLG Pro Circuit competitions where we will welcome our fans 365 days per year and broadcast globally via MLG.tv. This is yet another step in our plan to make eSports and MLG a part of mainstream culture worldwide.”

V-Zone is intended to be developed in Phase 1 of the Hengqin Creative Culture City development, jointly by Lai Fung (80% interest) and eSun (20% interest), with a capital commitment of no less than Renminbi 3 billion. Both companies are members of the Lai Sun Group.

“We are very pleased and excited to be working closely with MLG and we hope to crystallize the MLG Arena in the V-Zone and bring it to fruition,” said Chew Fook Aun, Chairman of Lai Fung and executive director of eSun. MLG, Lai Fung and eSun will ensure that the MLG Gaming Arena and V-Zone will comply with all relevant PRC regulation.

MLG, Lai Fung and eSun will work with gaming companies around the world to develop the V-Zone with plans to open the space and the MLG Arena in 2017. The MLG Gaming Arena will be designed to showcase regular gaming competition geared for both a live audience and online viewers on MLG.tv, MLG’s global, digital broadcast network. MLG will work with regional organizations to operate ongoing competitive activity featuring the best players and games in the world.

Over the last few years, China has quickly grown to become one of the largest markets for online gaming, making it a prime location for MLG’s debut MLG Gaming Arena. According to recent reports, China is now the largest gaming market in the Asia-Pacific region and the second-largest gaming market in the world, with the largest online user base in the world. Hengqin, situated in the Pearl River Delta that is home to 64 million people and a center for global tourism, is located just five minutes from Macau, 30 minutes from Hong Kong, and within 100km of five international and domestic airports, making travel to the V-Zone simple for gamers around the world.

The MLG Gaming Arena in China will be the company’s second international expansion announcement this year following the launch of its first international franchise - MLG Brasil. MLG is currently focused on establishing competitive gaming platforms in underserved regions around the globe. Additional details about the V-Zone and MLG plans for further international expansion will be released in the coming months.

About Major League Gaming:

Major League Gaming (MLG) is the global leader in eSports. The company operates MLG.tv, the #1 online broadcast network for professional level competitive gaming; the MLG Pro Circuit, the longest-running eSports league in North America; and MLG: Play, the largest cross platform online gaming tournament system with 9 million registered users across the globe. MLG is one of the fastest growing digital networks worldwide with over 1557% growth in audience over the last four years. Each month, the company reaches millions of highly-engaged fans via web, mobile, connected TVs and gaming consoles making it the definitive property for major advertisers to reach young men (90% male, 50% 16-34 year olds, 76% 21+, and over 40% HHI \$100k+). The robust MLG.tv programming line-up is available via www.MLG.tv, MLG.tv apps for iOS and Android and the MLG app for Xbox 360. For more information: www.majorleaguegaming.com.

About eSun Holdings Limited (571.HK):

eSun Holdings Limited (eSun) is a company listed in Hong Kong and is an investment holding company. The principal activities of its subsidiaries include the development and operation of and investment in media, entertainment, music production and distribution, the investment in and production and distribution of television programs, films and video format products, cinema operations, the provision of advertising agency services, the sale of cosmetic products as well as property development for sale and property investment for rental purposes (through its subsidiary Lai Fung). For more information: www.esun.com.

About Lai Fung Holdings Limited (1125.HK):

Lai Fung Holdings Limited (Lai Fung) is a company listed in Hong Kong and is the property development and investment arm of the Lai Sun Group in China. Lai Fung's core businesses include investment in and development of serviced apartments, residential, office and commercial properties in prime locations in major gateway cities in China, in particular, Shanghai and Guangzhou, with excellent accessibility and infrastructure. With over fifteen years of extensive experience and in-depth knowledge of property development in China, Lai Fung is well poised to benefit from the growing demand for quality properties in China. For more information: www.laifung.com.

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