

[For immediate release]



AGTech's Virtual Sports Game rapidly passes another sales milestone of RMB200 million in China

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(Hong Kong, 19 October 2011) – **AGTech Holdings Limited** (“**AGTech**”, together with its subsidiaries, the “Group”) (SEHK code: 8279), a leading China lottery technology and professional services company reported that its “Lucky Racing” virtual sports betting game has exceeded RMB200 million in total sales yesterday. It only takes 18 days to achieve this sales mark since the last milestone of RMB100 million reported on 30 September 2011.

The game is a fixed odds betting game that is broadcast to lottery shops via a central computer and cable TV. The game is a computer generated car race (F1 style) with the same betting options as horse racing. The approval by the central Chinese regulators for this form of betting is a milestone in China and the game’s acceptance by players strongly indicates that this new market segment will achieve significant market share.

Lucky Racing has been rolled out to about 1,400 lottery shops (among which over 1,100 shops are fully operational) in Hunan province within the first month of launch and sales of Lucky Racing now exceed sales of all other lottery and wagering products in Hunan province.

With continued success in the initial province of Hunan combined with the central regulators game and game rule approvals, it is expected that the game has a huge potential to expand nationwide in terms of retail betting shops and the newly approved media channels such as mobile, internet and Internet Protocol Television (IPTV).

A joint-venture between AGTech and United Kingdom’s bookmaker, Ladbrokes, supplies the Lucky Racing game and the underlying betting transaction system to China Sports Lottery. The joint-venture, having successfully introduced and launched its betting platform in China, is now in a unique position to expand its initial game and introduce stable virtual sports games for China Sports Lottery, targeting the expansive growth of the leisure and entertainment “wallet” in China. Virtual sports are a rapidly growing and key revenue contributor for gaming operators in the United Kingdom, greater Europe, the United States of America and Australia and represent a solid model of mature market success to import into China’s lottery market.

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About AGTech

AGTech is the largest professional services provider in China's sports lottery market in terms of business scope and geographic coverage as well as the largest sports lottery terminal and system provider in the PRC. Leveraging on its advanced research and development capabilities and cooperation with top international and domestic lottery and gaming enterprises, the Group is committed to become a leading lottery technology group.

The principal business of the Group is lottery management, gaming technologies (game software, systems, hardware and terminals), as well as online and phone lottery distribution. The Group is also committed to applying advanced technologies and internet technologies to the lottery industry for comprehensive coverage in various areas such as paper tickets, internet, mobile phone, video, wireless networking and streaming media, thereby providing sports lottery authorities and millions of lottery players in China with professional integrated lottery services.

Currently, AGTech is a member of the World Lottery Association (WLA) and the Asia Pacific Lottery Association (APLA). As of today, the footprints of the Group's sports lottery business cover 80% of provinces and municipalities across China.

For more information, please visit www.agtech.com

About Ladbroke Group

Ladbroke Group is an indirect wholly owned subsidiary of Ladbrokes plc, which is a world-leader in the global betting and gaming market, employing over 15,000 people in Britain and over 17,000 worldwide. Ladbrokes plc has over 2,700 betting shops and outlets in the UK, Ireland, Belgium and Spain. It offers a leading telephone betting service in the UK and also operates one of the world's leading betting and gaming websites at www.ladbrokes.com.

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