

Press release
(For immediate release)

Success Universe Announces 2010 Annual Results

***Total Turnover of the Company Surged Approx. 20%
Ponte 16 Achieved Approx. 201% and Approx. 76% Growth in EBITDA* and
Gross Gaming Revenue Respectively***

Results Highlights

- Total turnover increased by approximately 20% to approximately HK\$1,444.9 million
- Travel business posted a segment profit of approximately HK\$8.2 million compared with a loss of approximately HK\$9.4 million in 2009
- Ponte 16, the Company's flagship investment project, achieved a positive EBITDA* which was up by approximately 201% to approximately HK\$206.6 million compared to that of 2009
- Loss attributable to owners of the Company narrowed to approximately HK\$80.8 million

29 March 2011, Hong Kong – Success Universe Group Limited (“Success Universe” or the “Company”; Stock Code: 00487.HK), announced today the consolidated results of the Company for the year ended 31 December 2010.

Turnover of the Company for the year ended 31 December 2010 soared approximately 20% from 2009 to approximately HK\$1,444.9 million (2009: approximately HK\$1,202.2 million). Gross profit reached approximately HK\$92.1 million (2009: approximately HK\$87.7 million), representing an increase of approximately 5%, as compared to that of last year. Loss attributable to owners of the Company narrowed to approximately HK\$80.8 million (2009: approximately HK\$173.8 million). Loss per share was 3.31 HK cents, compared to loss per share of 7.13 HK cents in 2009.

* EBITDA: Earnings Before Interest, Taxes, Depreciation and Amortisation

Backed by a rebound in global economy, the Company's travel business recorded a strong revenue growth and posted a profit during the year, with a segment profit reaching approximately HK\$8.2 million, compared with a segment loss of approximately HK\$9.4 million in the last corresponding year.

During the year, Ponte 16 sustained its growth momentum with its strengthened unique positioning, and continued to deliver a positive EBITDA* which was up by approximately 201% to approximately HK\$206.6 million compared to that of the previous year. The Company's shared loss of the associates relating to Ponte 16 for the year ended 31 December 2010 amounted to approximately HK\$44.4 million, which was substantially lower than that for 2009 of approximately HK\$115.7 million.

The Directors of the Company do not recommend any payment of a final dividend for the year ended 31 December 2010 (2009: Nil).

Commenting on the Company's performance in 2010, Mr. Yeung Hoi Sing, Sonny, Chairman of Success Universe, said, "2010 was a year of steady growth for the Company as the effects of buoyant financial markets globally powered exceptional growth in consumer spending, travel and gaming. Against this favourable backdrop and the Company's efforts in maximising synergies across our core businesses and Ponte 16, not only has our travel segment witnessed significant improvement, Ponte 16 has also performed well throughout the year and achieved a year-on-year growth rate in gross gaming revenue that was well above the industry average".

OPERATIONAL REVIEW

Travel Business Posted a Profit on the Back of Economic Recovery

Riding on the steady recovery of the global economy and positive market sentiment, Success Universe's travel business achieved a turnover of approximately HK\$1,375.3 million during the year, representing an approximately 22% increase compared to that of 2009. The strong results were driven by the growth in ticketing sales as well as the popular inbound and outbound tours to and from North America offered by the Jade

Travel Group, the Company's travel agency companies located in Canada and the United States of America. Segment profit amounted to approximately HK\$8.2 million, compared with a loss of approximately HK\$9.4 million in 2009.

The significant improvement in performance was also driven by Success Universe's continuous progress of developing its high-margin business stream MICE (Meeting, Incentive, Convention and Exhibition) as well as its strategic expansion into the China market.

Cruise Business Remained Steady Despite High Fuel Costs

During the year, Success Universe's cruise business remained a steady revenue contributor for the Company despite the surge in fuel costs continued to have a negative impact on the performance in this segment. Turnover from the cruise ship, M.V. Macau Success, (in which the Company has a 55% interest) decreased by approximately 4% to approximately HK\$69.6 million (2009: approximately HK\$72.6 million). The cruise business posted a segment loss of approximately HK\$1.9 million, compared with a profit of approximately HK\$2.2 million in 2009.

Ponte 16 Outperformed the Industry

Thanks to the success of its unique positioning and its various marketing efforts, Ponte 16 continued to outperform the overall Macau gaming industry during 2010, with gross gaming revenue achieving a growth rate of approximately 76% from last year, comparing to the industry rate of approximately 58%.

During the year, Ponte 16 opened Asia's first Michael Jackson ("MJ") gallery, MJ Gallery at Ponte 16 (the "Gallery"), and enriched its entertainment offering. The Gallery has been immensely popular among tourists from around the globe since its opening in February 2010 and was subsequently named one of the "must-see" attractions by the Macau Government Tourist Office.

In addition, Ponte 16 further reinforced its distinctive positioning and successfully raised its global profile by introducing international events into Macau's entertainment scene. It

partnered with world-renowned auction house, Julien's Auctions, to hold "Rock the World" Exhibition as well as Hollywood "Legends" Exhibition and Auction in 2010. These events not only brought to Macau a rare collection of pop culture artifacts, but also attracted visitors and buyers from around the world.

Attributable to Success Universe's synergetic business platform and marketing initiatives, Ponte 16 was able to achieve a more diverse customer mix, drawing in a growing number of visitors from across the world. The award-winning five-star hotel, Sofitel Macau At Ponte 16, also recorded a high occupancy rate that was in line with the industry average, and the luxury VIP mansions of Sofitel Macau At Ponte 16 continued to be well received by high-end travellers.

Currently, the casino of Ponte 16 has a total of 109 gaming tables, 81 of which are mass gaming tables, nine are high-limit tables and 19 are VIP tables.

PROSPECTS

Looking ahead, Success Universe's travel business is expected to benefit from the steady global economic recovery. The continuous growth in wealth and income in China will prove to be a strong growth driver for the travel industry going forward. The Company will leverage on its global business network and continue to explore MICE business opportunities beyond Macau through proactive liaisons with convention centres around the world to further expand this high-margin business avenue.

Building on its rising international reputation, Ponte 16 will continue to benefit from the strong growth in visitor arrivals in Macau. The Macau Government's recent measure to limit the number of gaming tables is also expected to further support the sustainable growth of the gaming and entertainment industry.

In early 2011, Pier 16 – Property Development Limited entered into a settlement agreement with the remaining occupant of the construction site of phase 3 of the Ponte 16 development project to terminate the legal proceedings it had initiated in 2005.

Following the settlement agreement, Ponte 16 recovered possession of the whole construction site, and the development of the shopping arcade at phase 3 will proceed as planned. The shopping arcade, which will offer an array of shops and restaurants, is expected to be another stable revenue contributor to Ponte 16.

Regarding Success Universe's prospects, Mr. Yeung said, "Capitalising on our continuous efforts in strengthening our market position, we believe our Company will continue to achieve consistent growth. To further expand our entertainment business and extend our footprint in Mainland China, I'm pleased to announce our initiation of a new business which intends to provide a technology services platform and technical support to China's mobile sports lottery market. This initiative will also allow Success Universe to capture the enormous potential of Mainland China's growing lottery industry. I am confident that the Company is well positioned to seize the ample opportunities ahead and deliver favourable returns to our shareholders."

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About Success Universe Group Limited

Success Universe Group Limited (Stock Code: 00487.HK), being the flagship of Success Universe Group, is currently involved in travel business, cruise leasing and management business and is actively expanding in gaming, entertainment and tourist-related industries.

The Company possesses a 55% interest in a 9-deck cruise ship, "M.V. Macau Success", which is based in Hong Kong. The ship features a world-class casino and various spectacular entertainment facilities.

Success Universe's travel business spans across Asia and North America. In addition to Travel Success Limited and Travel Success (Macau) Limited which the Company owns and operates in Hong Kong and Macau respectively, Success Universe also owns 80% of the equity interest in certain companies in Canada and the United States of America (the "US") which conduct the business of air travel consolidator, travel agent, tour provider

and provider of related services therein (the “Jade Travel Group”). The Jade Travel Group has offices located in Vancouver, Calgary, Toronto, Montreal in Canada and New York in the US.

The Company is actively developing its flagship project in Macau, Ponte 16, in partnership with SJM – Investimentos Limitada (“SJM – Investimentos”), an indirect wholly-owned subsidiary of SJM Holdings Limited (Stock Code: 00880.HK). Ponte 16 is 49% owned by an indirect subsidiary of Success Universe and 51% owned by SJM – Investimentos. Commenced operations in 2008, Ponte 16, a world-class integrated casino-entertainment resort, comprises a five-star luxury hotel - Sofitel Macau At Ponte 16, a casino and renowned restaurants in phases 1 and 2. Recreational facilities, a shopping arcade and an European themed promenade will be opened in phase 3.

For investor and media enquiries, please contact:

Success Universe Group Limited

Isabella Leung

Tel: 852-3101 8175

Email: isabellal@successug.com

Citigate Dewe Rogerson

Deborah Tsui

Tel: 852-2533 4622

Email: deborah.tsui@citigate.com.hk

Jason Tse

Tel: 852-2533 4611

Email: jason.tse@citigate.com.hk