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BINGO GROUP HOLDINGS LIMITED

比高集團控股有限公司

(Formerly known as Emcom International Limited)

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8220)

CHANGE OF COMPANY NAME AND CHANGE OF STOCK SHORT NAME

CHANGE OF COMPANY NAME

The Board is pleased to announce that the name of the Company has been changed from “Emcom International Limited” to “Bingo Group Holdings Limited 比高集團控股有限公司” with effect from 6 August 2010 and the registration of the new name of the Company in Hong Kong under Part XI of the Companies Ordinance (Chapter 32 of the Laws of Hong Kong) took effect from 31 August 2010.

CHANGE OF STOCK SHORT NAME

Following the Change of Name becoming effective, the stock short name for trading in the Shares on the Stock Exchange will be changed from “EMCOM INT’L” to “BINGO GROUP” in English and from “帝通國際” to “比高集團” in Chinese with effect from 8 September 2010. The stock code of the Company on the Stock Exchange will remain unchanged.

Reference is made to the announcement (the “**Announcement**”) of the Company dated 14 June 2010 and the circular (the “**Circular**”) of the Company dated 30 June 2010. Capitalised terms used herein shall have the same meanings as those defined in the Circular unless defined otherwise.

CHANGE OF COMPANY NAME

The Board is pleased to announce that subsequent to the passing of a special resolution by the Shareholders by way of poll at the AGM held on 6 August 2010, the Certificate of Incorporation on Change of Name has been issued by the Registrar of Companies in the Cayman Islands certifying that the Company has changed its name from “Emcom International Limited” to “Bingo Group Holdings Limited 比高集團控股有限公司” with effect from 6 August 2010.

The Certificate of Registration of Change of Corporate Name of Non-Hong Kong Company was issued by the Registrar of Companies in Hong Kong on 31 August 2010 confirming the registration of the new name of the Company in Hong Kong under Part XI of the Companies Ordinance (Chapter 32 of the Laws of Hong Kong) with effect from 31 August 2010.

Effects on Change of Name

The Change of Name of the Company will not affect any of the rights of the Shareholders. All existing share certificates in issue bearing the former name of the Company will continue to be effective as documents of title to the Shares and be valid for trading, settlement and registration purposes.

New share certificates of the Company will be issued in the new name of the Company in any subsequent issue of Shares after the Change of Name has become effective. However, Shareholders may exchange the existing share certificates for new share certificates at the branch registrar of the Company in Hong Kong, Tricor Tengis Limited at 26th Floor, Tesbury Centre, 28 Queen’s Road East, Wanchai, Hong Kong free of charge for one month from 8 September 2010 to 7 October 2010 (both date inclusive). Thereafter, any exchange of new share certificates will be handled by Tricor Tengis Limited on payment of a fee of HK\$2.50 (or such higher fee as may be allowed by the Stock Exchange from time to time) for each share certificate for Shares cancelled or each new share certificate issued, whichever number of certificates cancelled/issued is higher.

CHANGE OF STOCK SHORT NAME

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CHANGE OF COMPANY WEBSITE

A new website www.bingogroup.com.hk will be officially launched on 8 September 2010 to reflect the Change of Name.

By order of the Board
Bingo Group Holdings Limited
(formerly known as “Emcom International Limited”)
Chan Cheong Yee
Executive Director

Hong Kong, 3 September 2010

As at the date of this announcement, the Company’s executive Directors are Mr. Chiau Sing Chi, Mr. Chan Cheong Yee, and Mr. Yik Chok Man, the Company’s non-executive Directors are Mr. Chong Lee Chang and Mrs. Chin Chow Chung Hang, Roberta, and the Company’s independent non-executive Directors are Mr. Leung Ka Kui, Johnny, Mrs. Chen Chou Mei Mei, Vivien, Mr. Chum Kwan Yue, Desmond and Mr. Wong Chak Keung.

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that to the best of their knowledge and belief the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this document misleading.

This announcement will remain on the ‘Latest Company Announcements’ page of the GEM website (www.hkgem.com) for at least 7 days from its date of publication and on the website of the Company at www.emcominternational.com.